

Winter  
1989  
Super  
Special

# MAD<sup>®</sup>

## IND MANIA 2

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Collectors' Items!  
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Portfolio of  
AL JAFFEE'S  
CLASSIC JUNK!  
Snappy Answers  
to Stupid Questions!  
Dumb Inventions!  
Fold-ins & More!  
(big deal!)**



WHAT IS THE  
ONE ISSUE  
THAT LEFT  
PRES. REAGAN  
ABSOLUTELY  
COLD?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every President has his pet hate among the burning issues of his day, and Pres. Reagan was no exception. To discover the issue that left Ronny cold, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

◀B FOLD BACK SO "A" MEETS "B"

A▶



Jaffee

ARTIST & WRITER:  
AL JAFFEE

A NUMBING CHILL GREETS LIBERALS NOWADAYS. IT'S CLEAR  
REAGAN DID NOT SHARE THEIR VIEWS. HE FELT  
FREE TO IGNORE THEM. THIS, THEY CAME TO REALIZE.

A▶

◀B

# MAD MANIA 2

## SUPER SPECIAL NUMBER 69

### WINTER 1989

WILLIAM M. GAINES publisher

NICK MEGLIN and JOHN FICARRA editors

LEONARD BRENNER art director

THOMAS NOZKOWSKI production director

CHARLIE KADAU, JOE RAIOLA and SARA FOWLER associate editors

DICK DE BARTOLO creative consultant

CONTRIBUTING ARTISTS AND WRITERS

the usual gang of idiots

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\*\*

\*\*Various Places Around the Magazine

Hello! My name is Gene Sissy...

...and I'm Roger Ebore! We've been asked to review three hot movies that you might have missed last summer, if you'd been stranded on a desert island... which is obviously what MAD's Editor must've been... or else he would have ordered SATIRES of these films for the magazine when they FIRST CAME OUT!

Anyway... let's start off with a look at the **MOST SUCCESSFUL** of these three films... **box-office-wise...!** It's the story of two unlikely young people who are forced to swap their diverse life styles! I adored it!!

And I loathed it ...!!

Well... although I don't agree with Roger about this particular film, I DO respect his opinion...

Oh, yeah...? Since when?!

Anyway... the movie opens on the lush mansion of a very rich young man played by Dan Adnoynd! Oh, by the way... it's called...



# TRADING RACES

Your—uh—dietary habits puzzle me, Sir! You EAT like a bird!!

What's wrong with that?! Well, I should think that me chewing your food... and then spitting it—choke—into your mouth would be just a tad unpleasant!!

It is! But my time is far too valuable to waste it on roughage!!

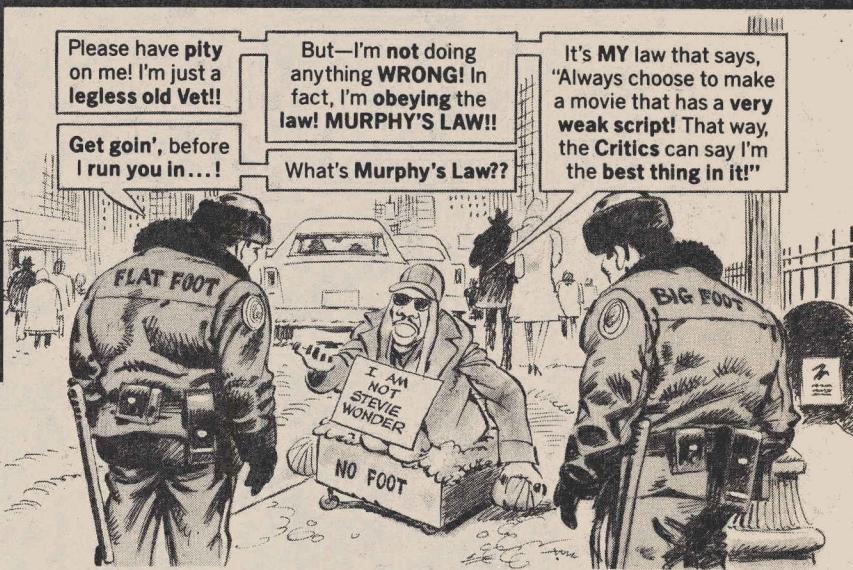
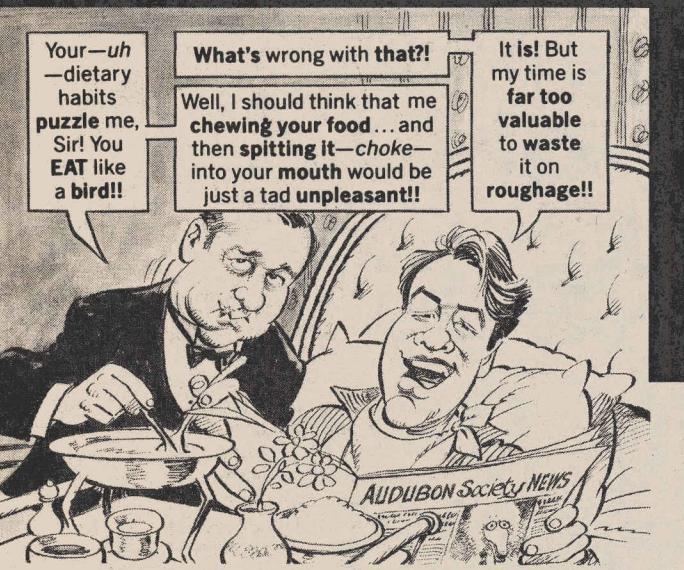
Please have pity on me! I'm just a legless old Vet!!

Get goin', before I run you in...!

But—I'm not doing anything WRONG! In fact, I'm obeying the law! MURPHY'S LAW!!

What's Murphy's Law??

It's MY law that says, "Always choose to make a movie that has a very weak script! That way, the Critics can say I'm the best thing in it!"



I am convinced that environment determines a person's real character...!!

Nonsense! It's heredity...!!

I'll make you a bet that if we took that beggar—and we put him into a different environment, that he would become a rich and successful businessman, just like you!

But he's obviously a vicious and thoroughly immoral person!!

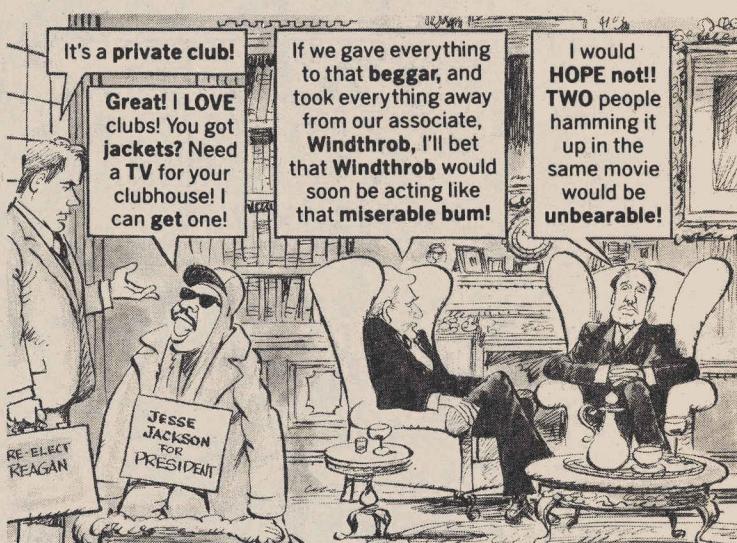
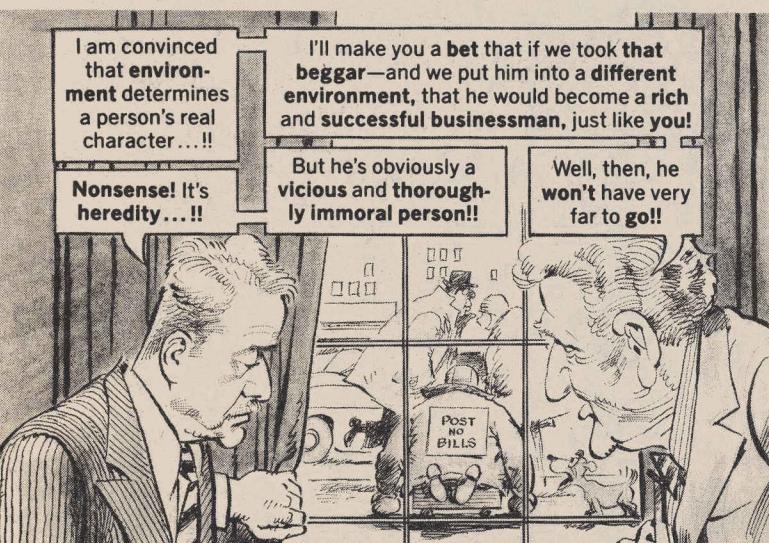
Well, then, he won't have very far to go!!

It's a private club!

Great! I LOVE clubs! You got jackets? Need a TV for your clubhouse! I can get one!

If we gave everything to that beggar, and took everything away from our associate, Windthrob, I'll bet that Windthrob would soon be acting like that miserable bum!

I would HOPE not!! TWO people hamming it up in the same movie would be unbearable!

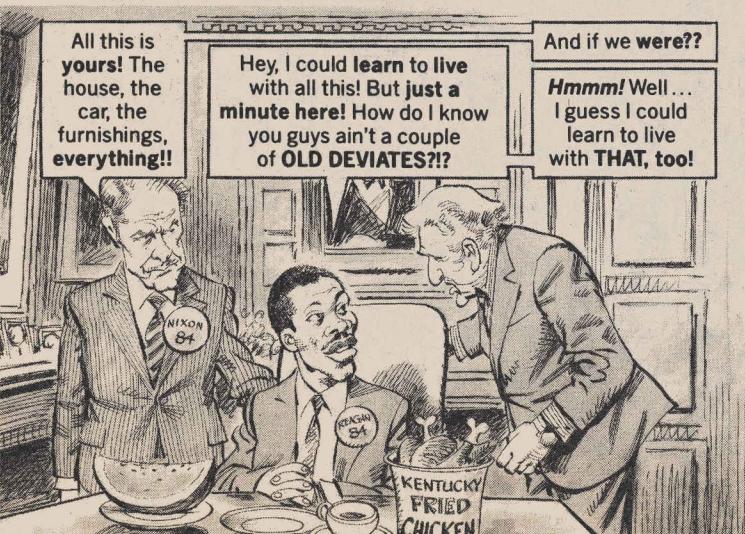


All this is yours! The house, the car, the furnishings, everything!!

Hey, I could learn to live with all this! But just a minute here! How do I know you guys ain't a couple of OLD DEVIATES?!!

And if we were??

Hmmm! Well... I guess I could learn to live with THAT, too!

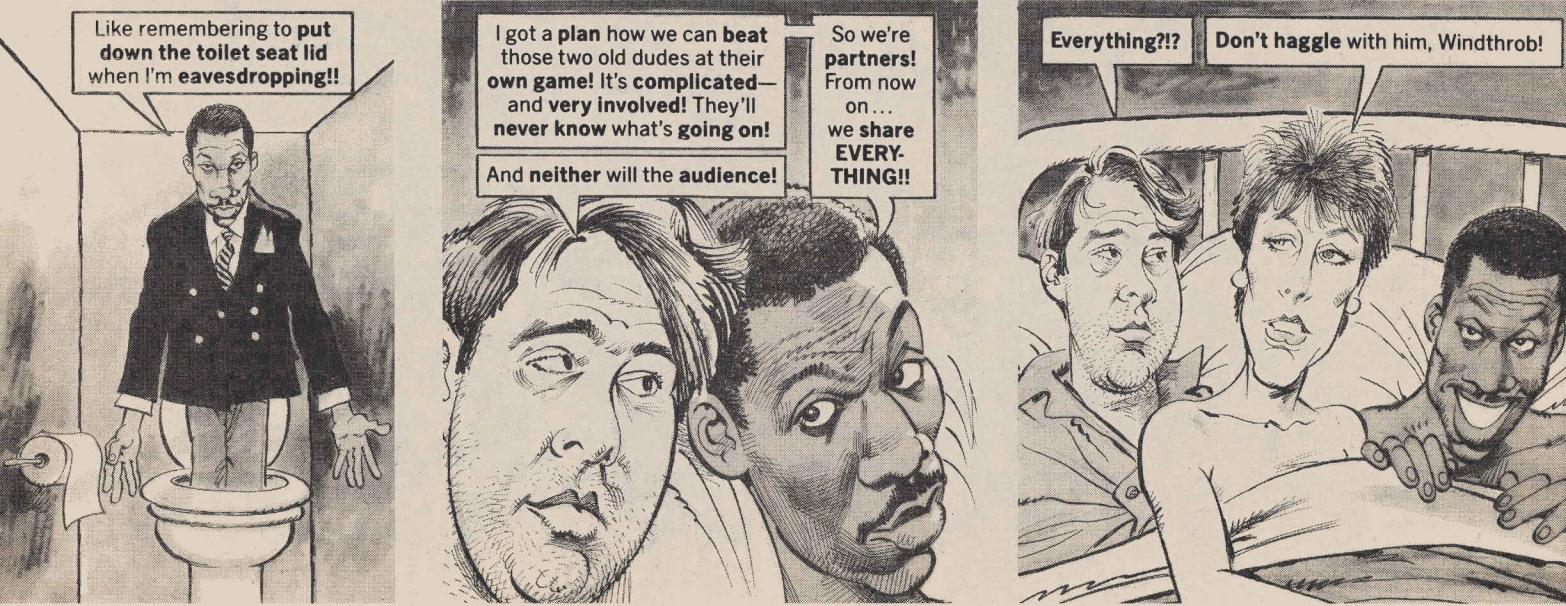
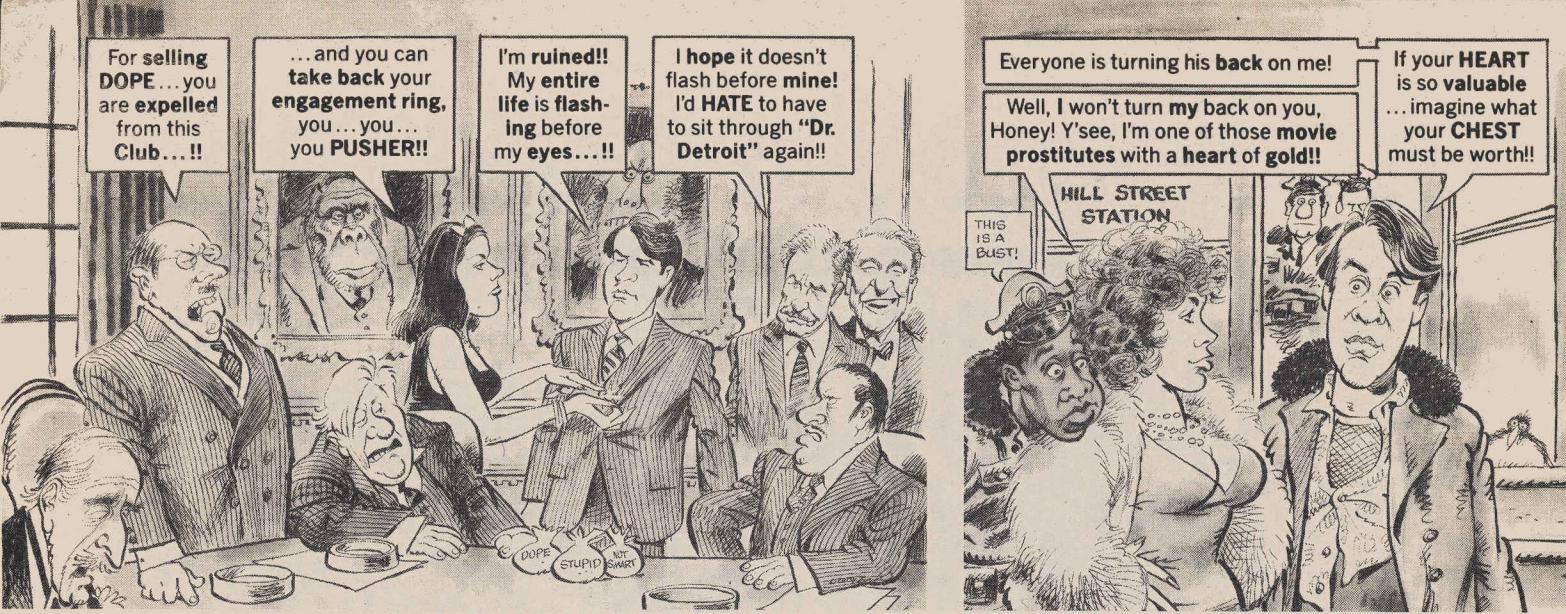


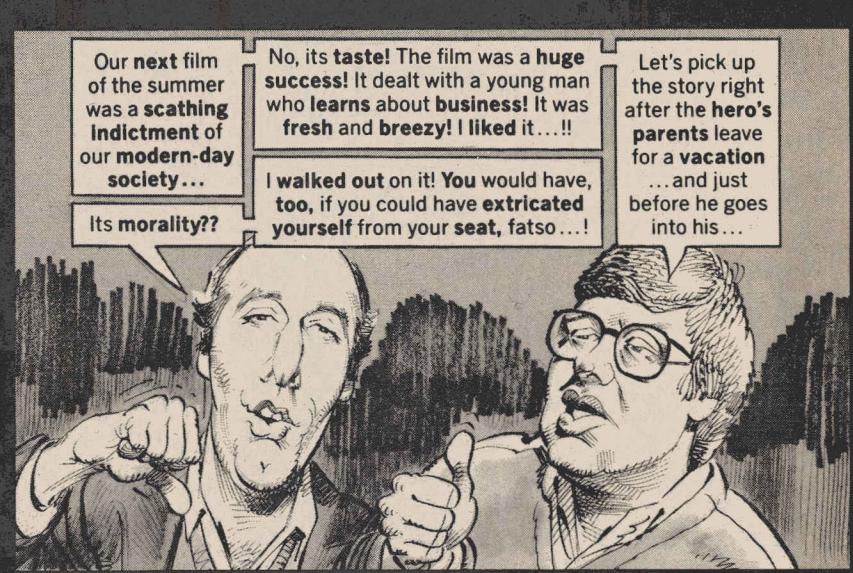
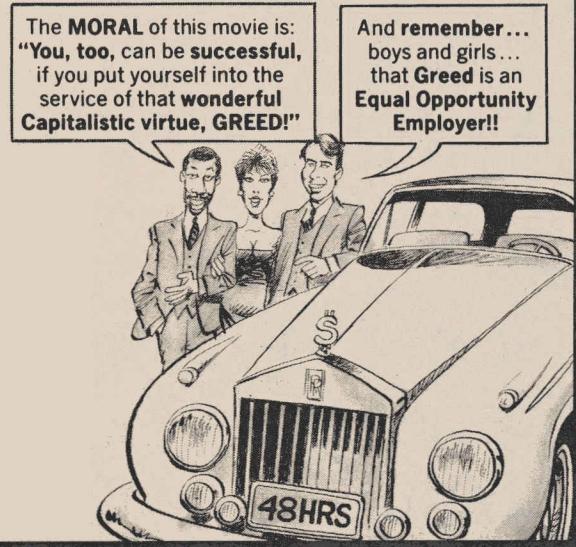
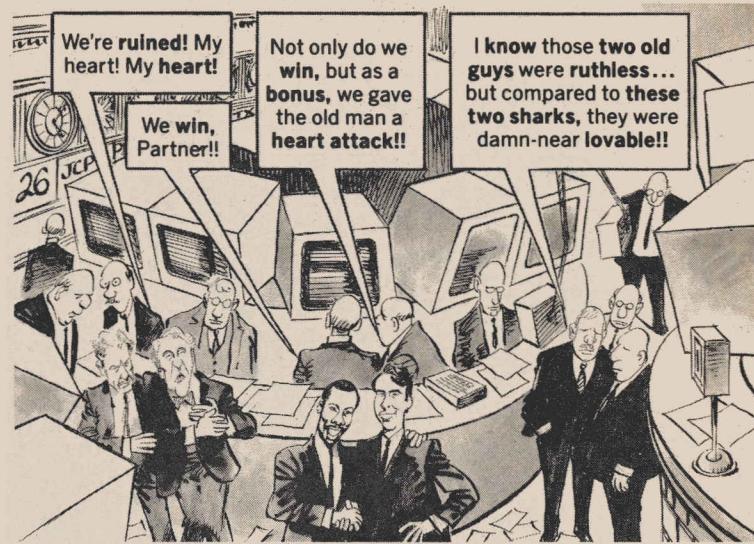
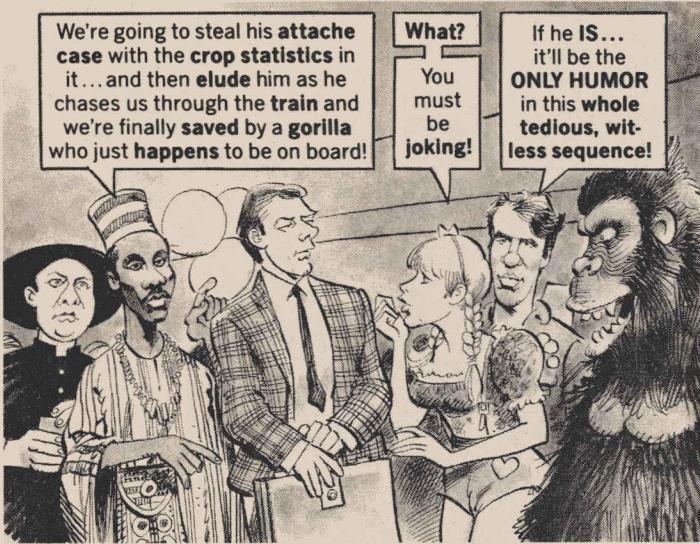
Hey, this is all right, Man! It reminds me of something I really enjoyed once!!

Oh...?! And what was that, Sir...??

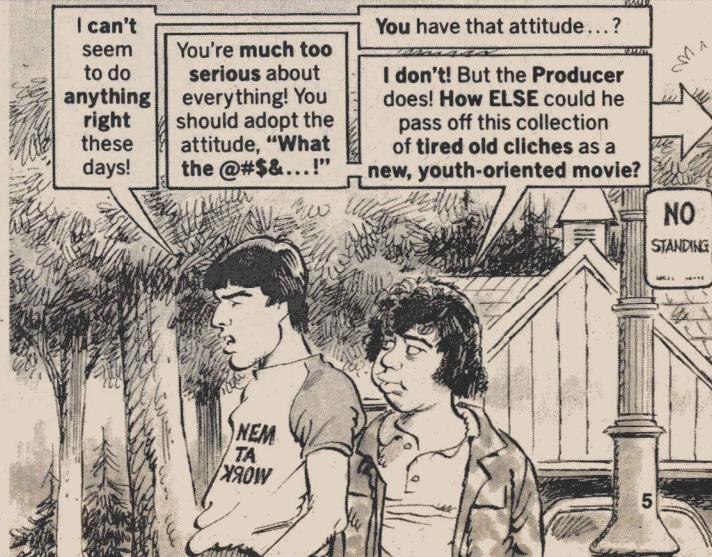
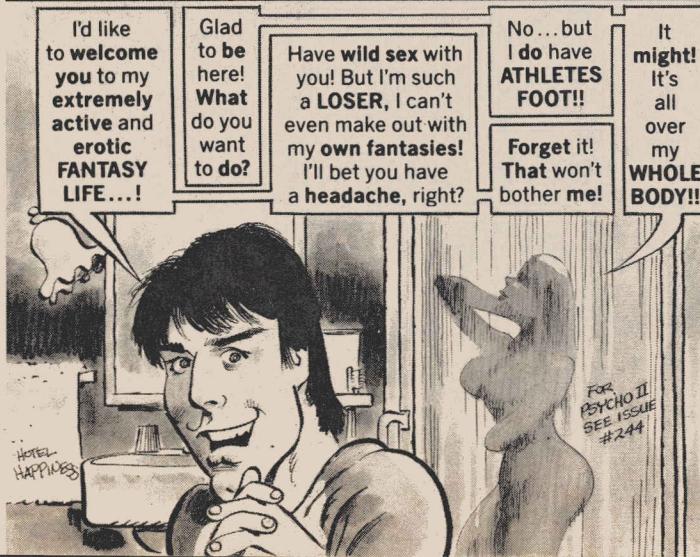
The same scene... with Dudley Moore and John Gielgud ...in "Arthur"!!







# Raunchy Business

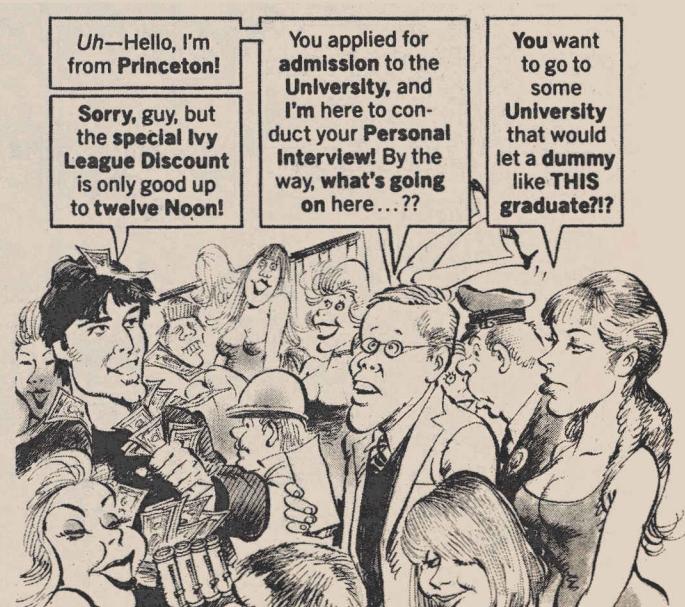
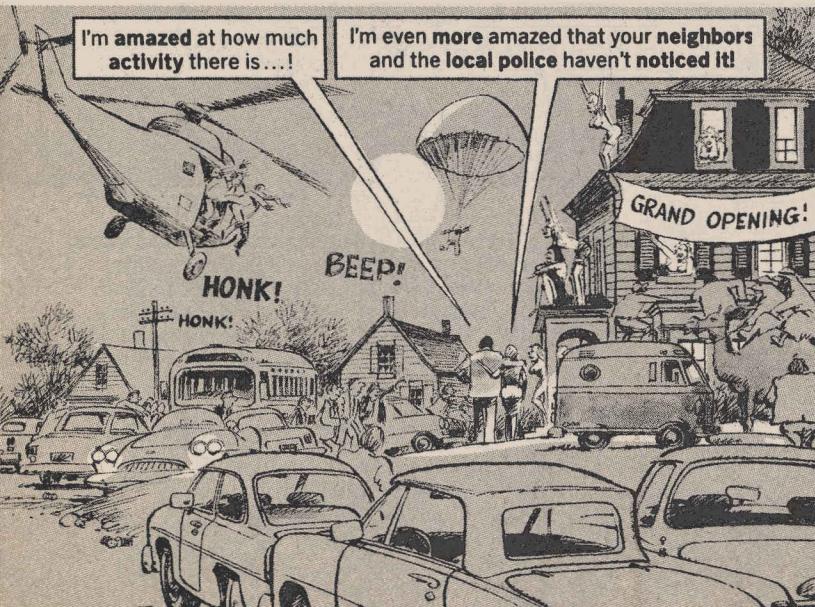
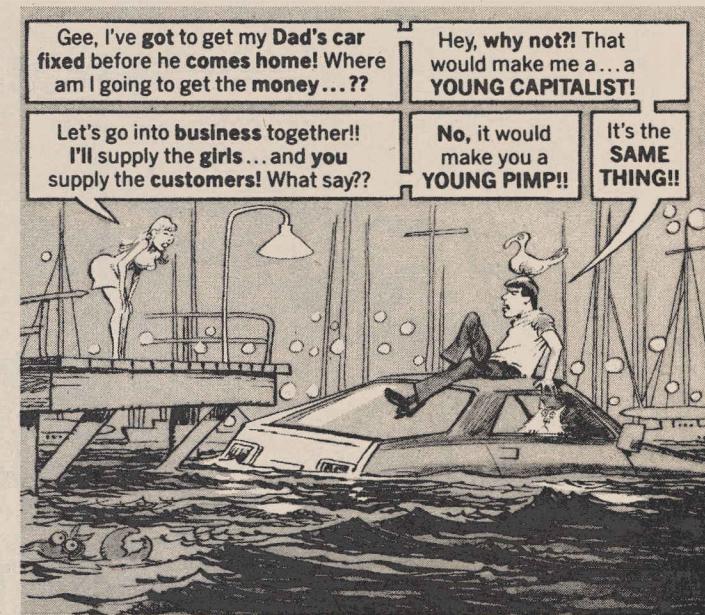
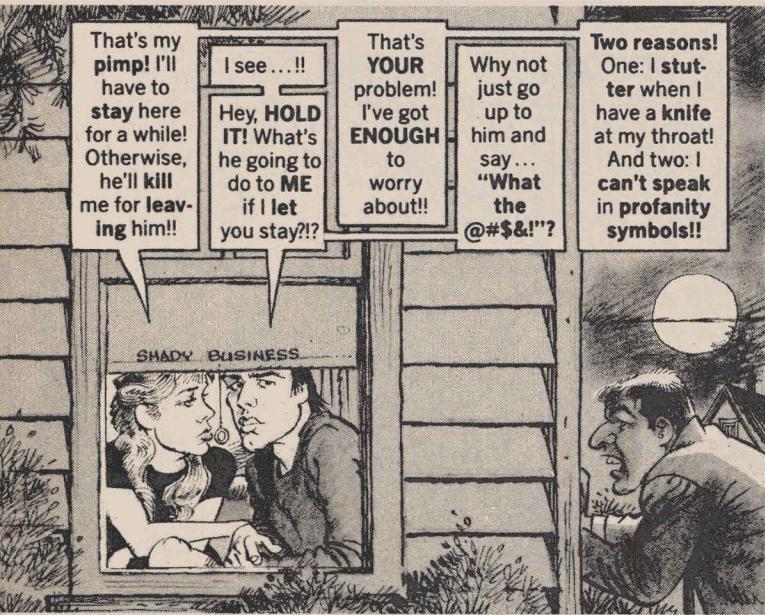
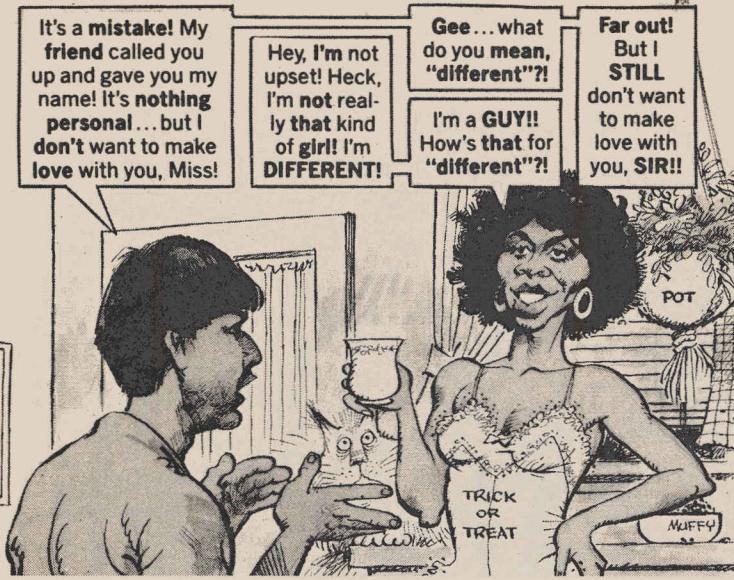


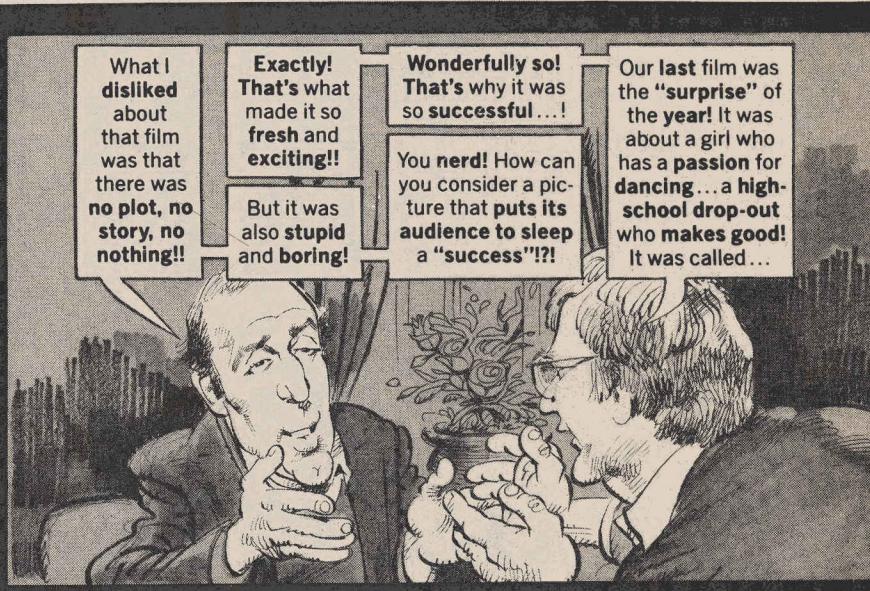
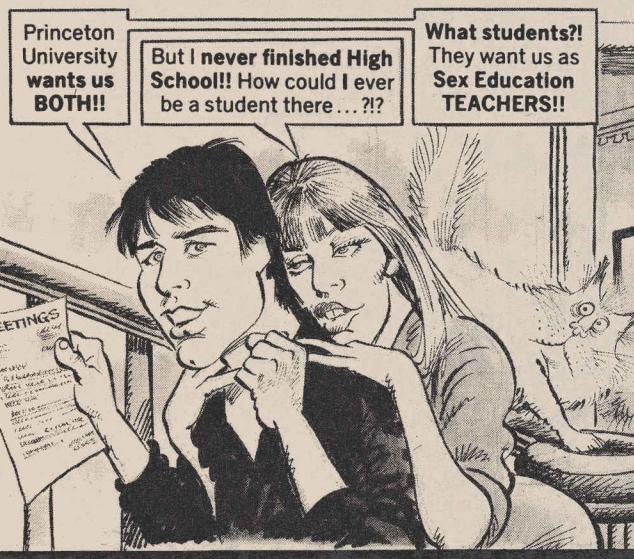
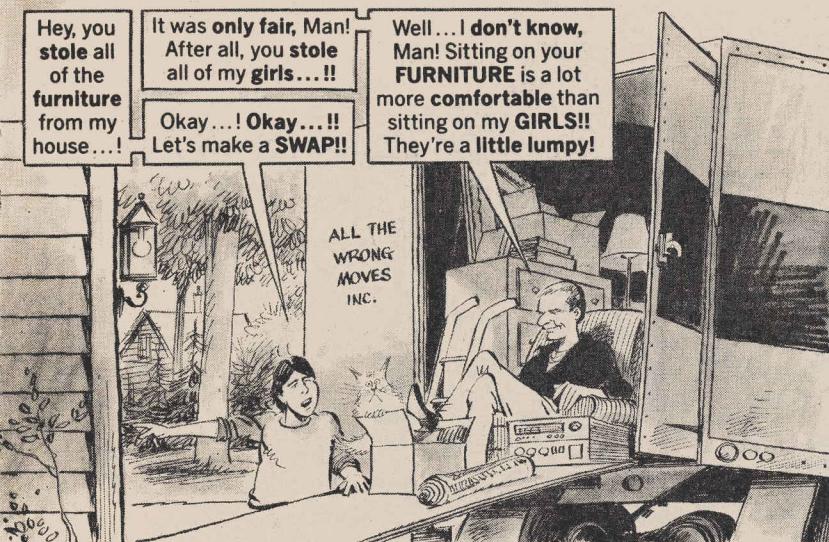
FOR  
PSYCHO II  
SEE ISSUE  
#244

HOTEL  
HAPPYBODYS

NO  
STANDING

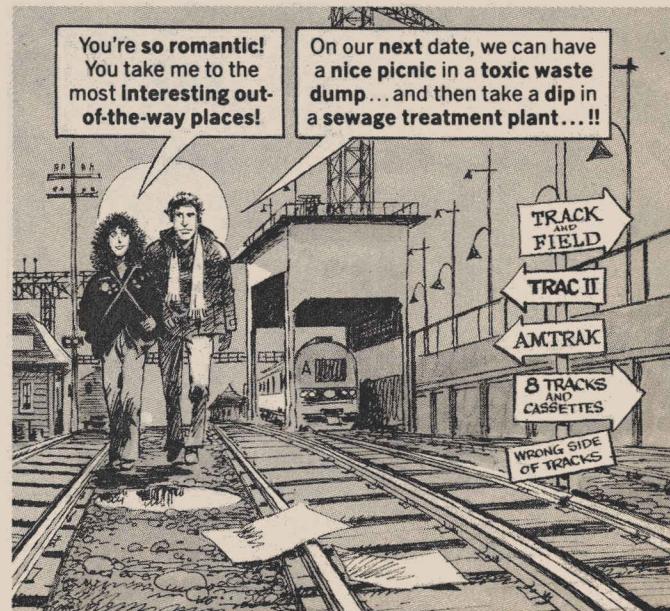
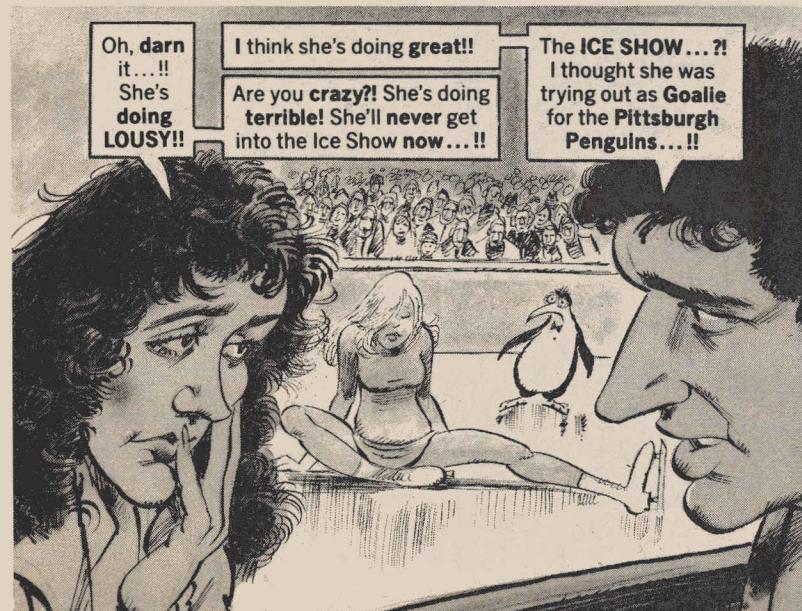
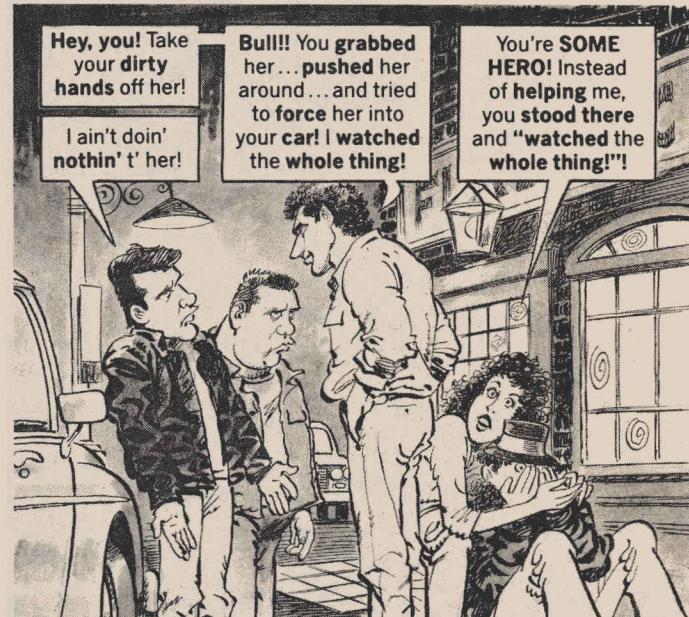
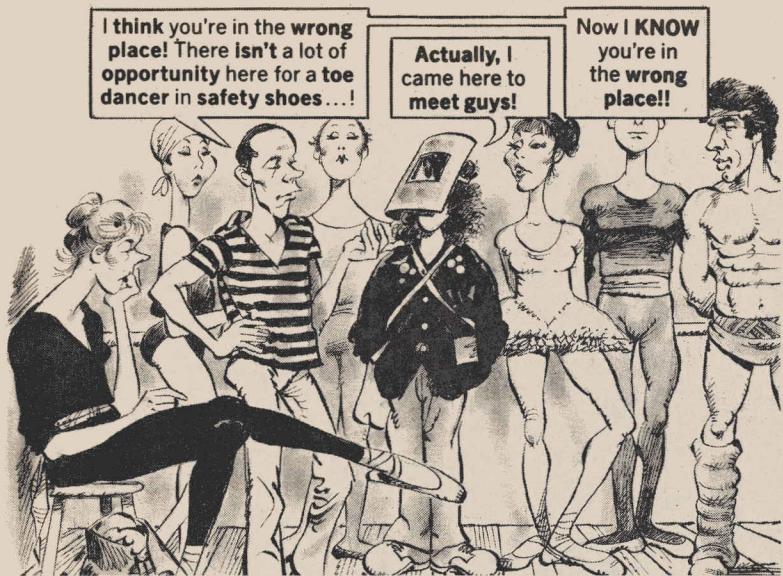
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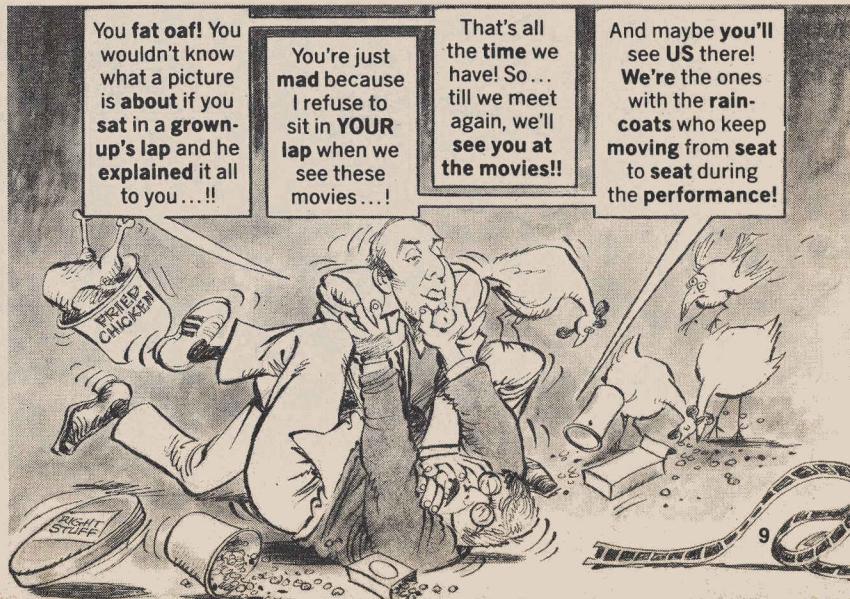
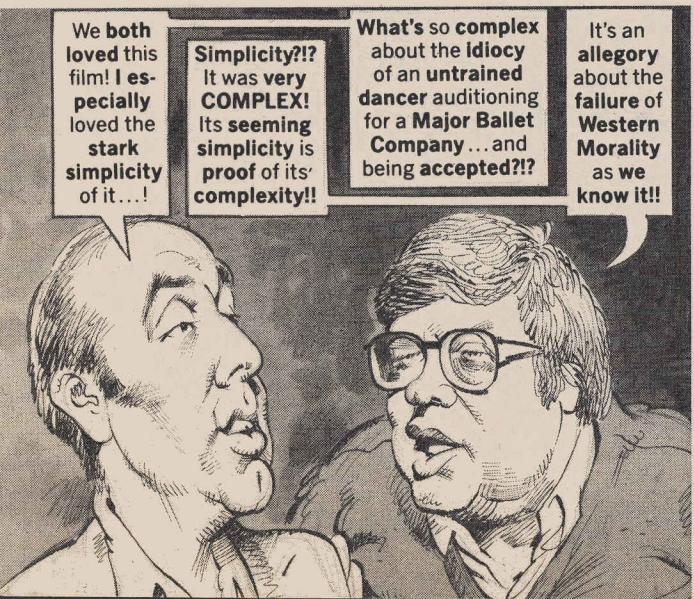
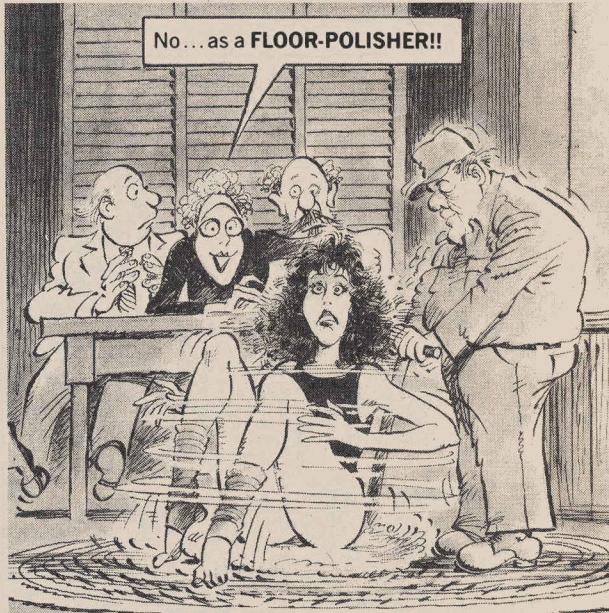
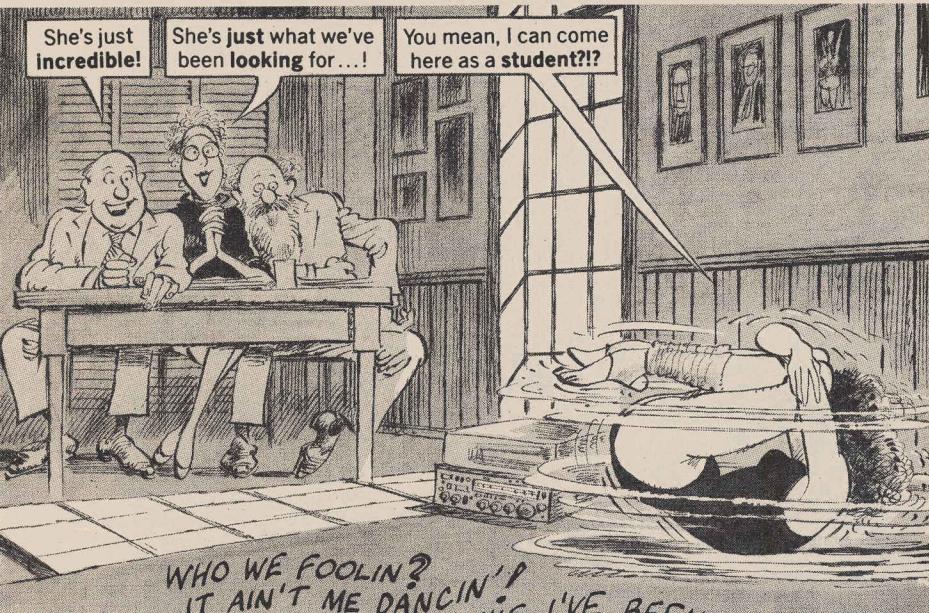
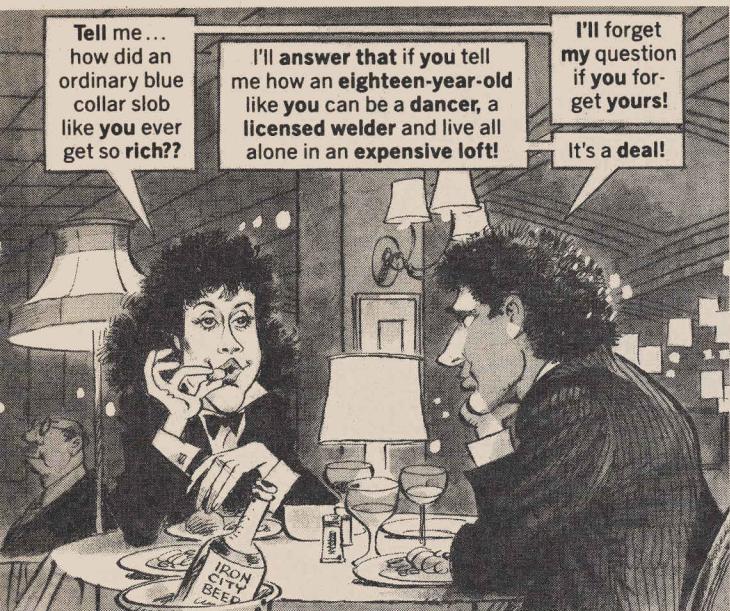




# Flashdance

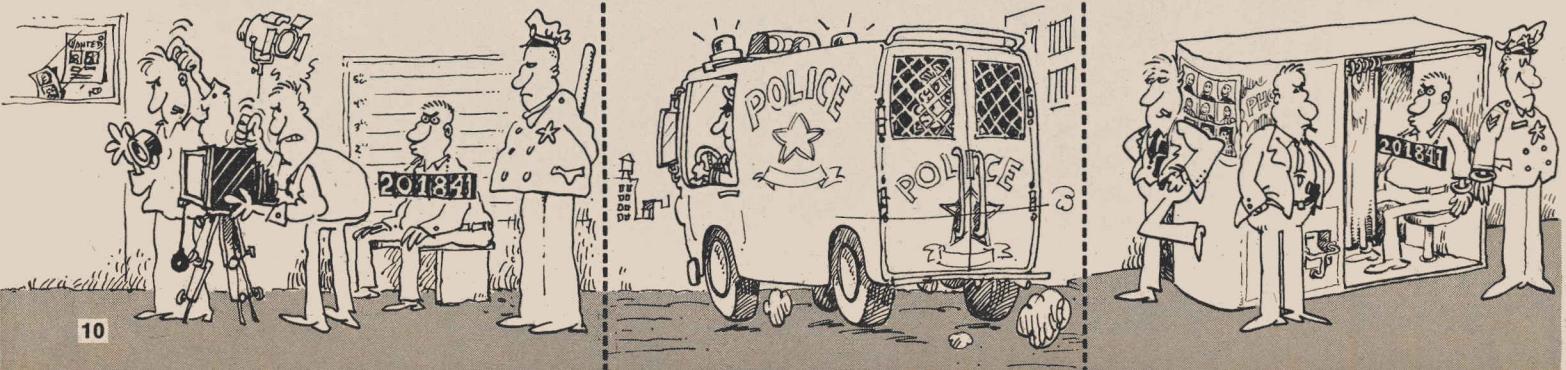
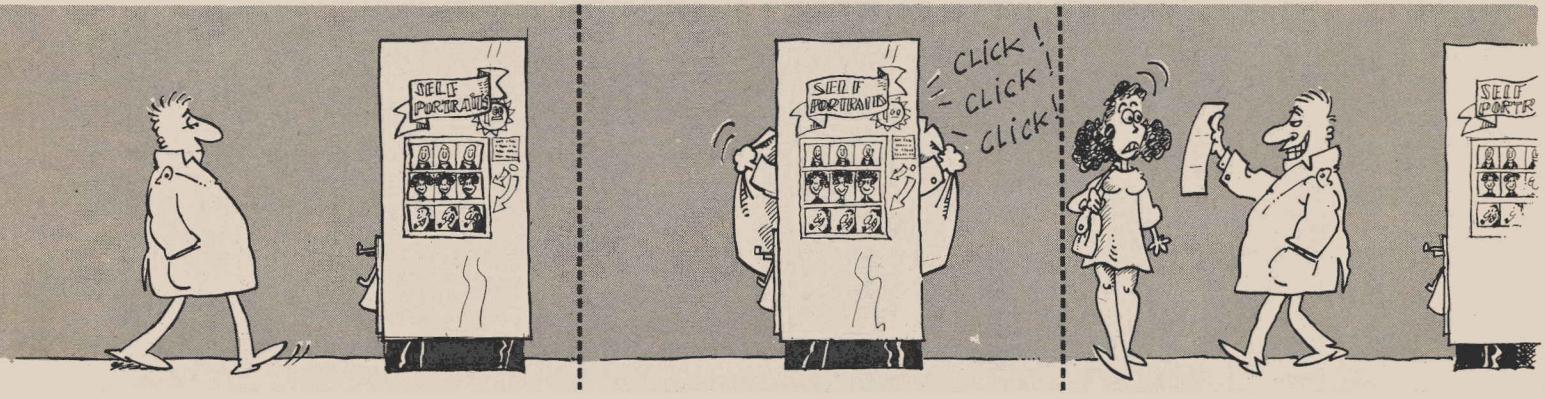
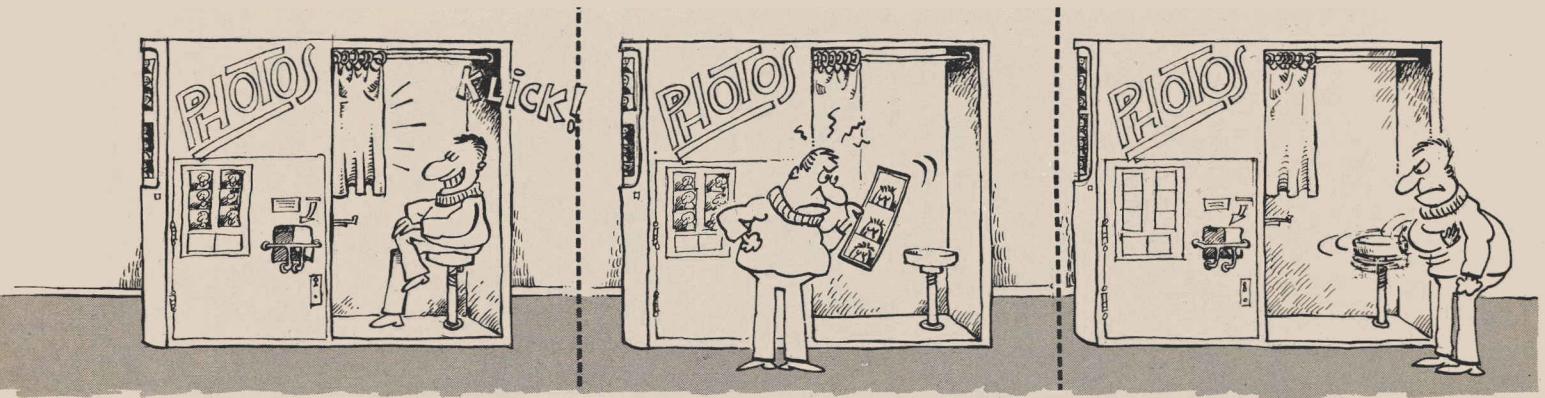




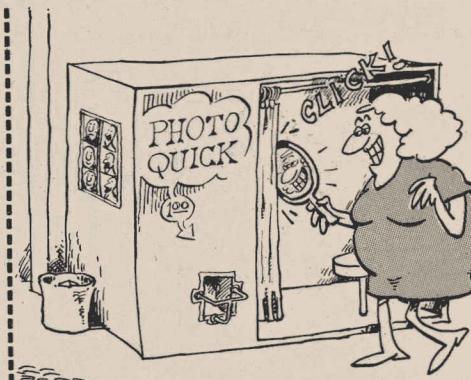
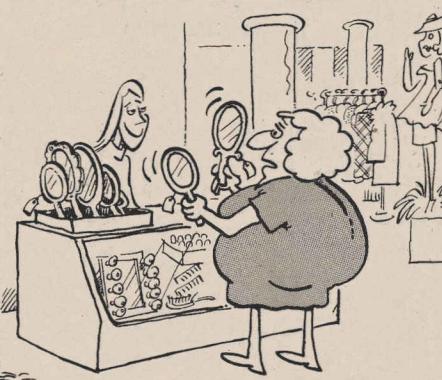


SERGIO ARAGONES DEPT.

# A MAD LOOK AT FOTO



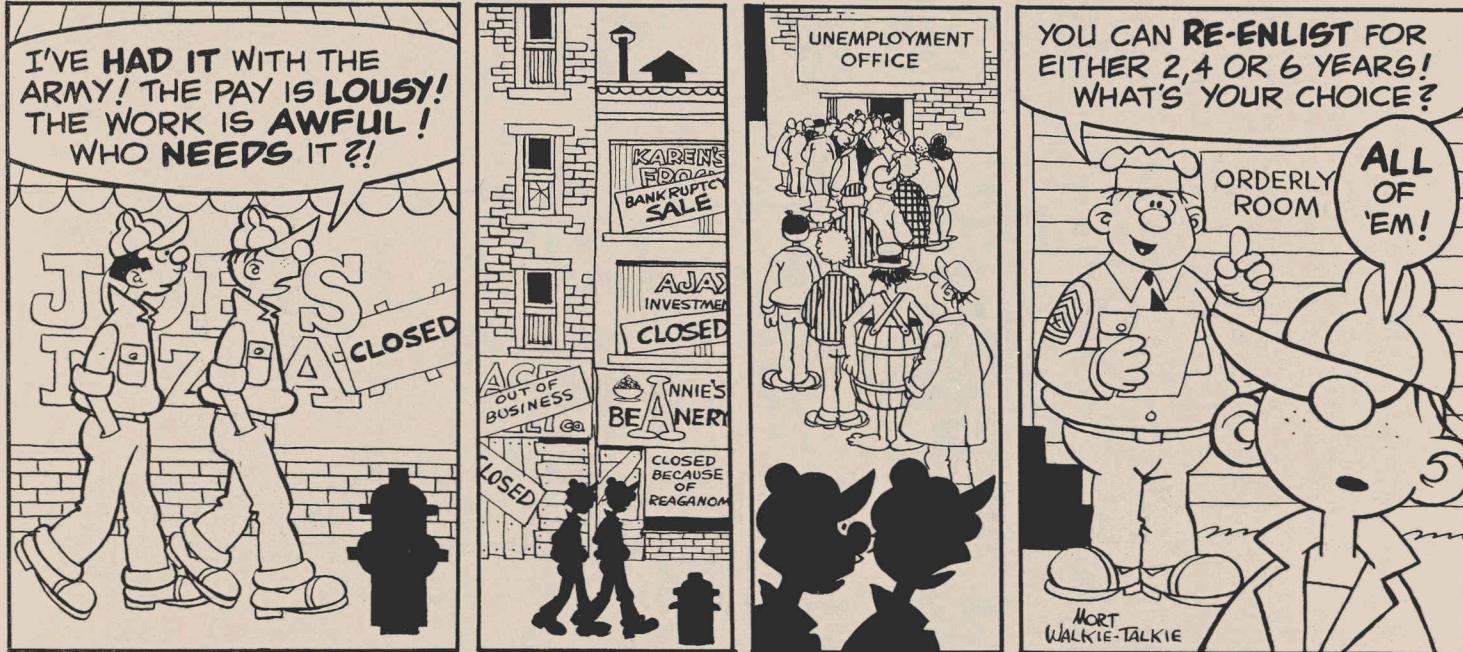
# BOOTHS



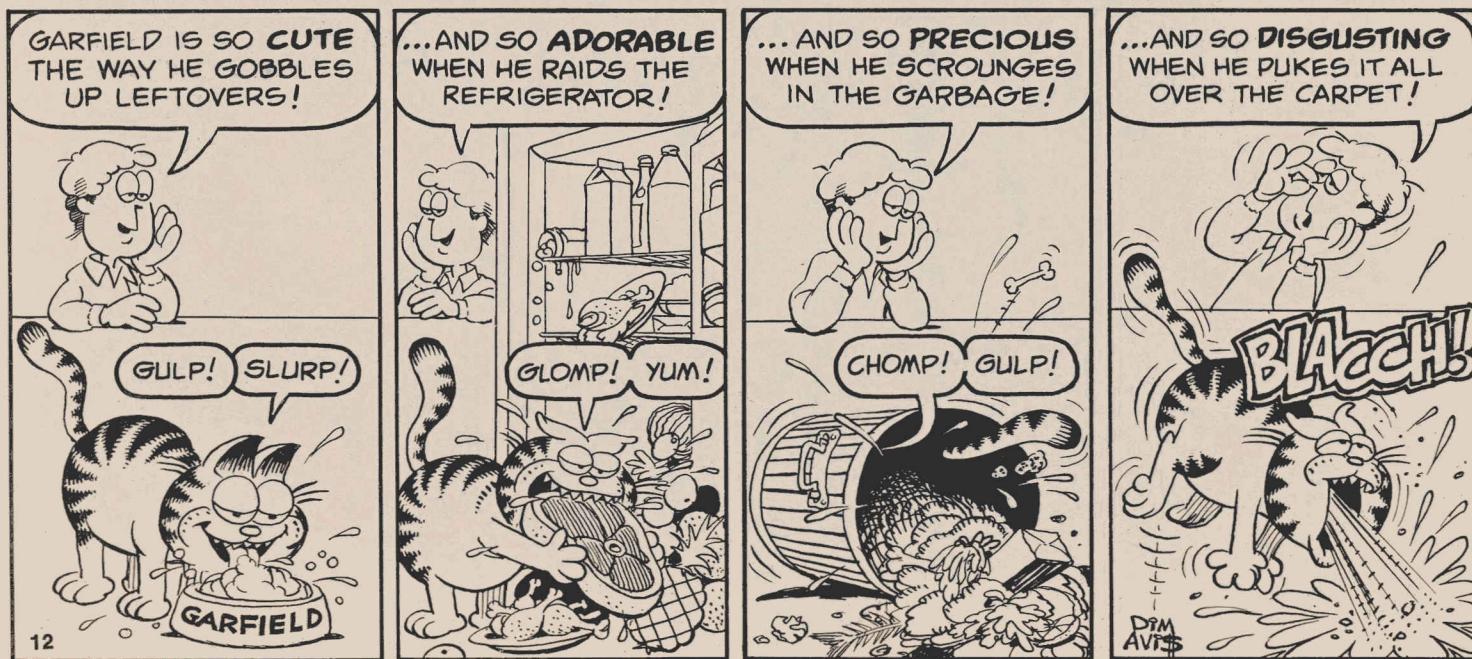
What's been happening in the comic strips these days? The same old stuff, as if you didn't know. Dagwood, Beetle Bailey and their syndicated buddies are still doing their usual things in their own private little insulated worlds. Wouldn't it be re-

# IF THE REAL WORLD CAUGHT UP WITH

## Beetle Bailey



## Garfield



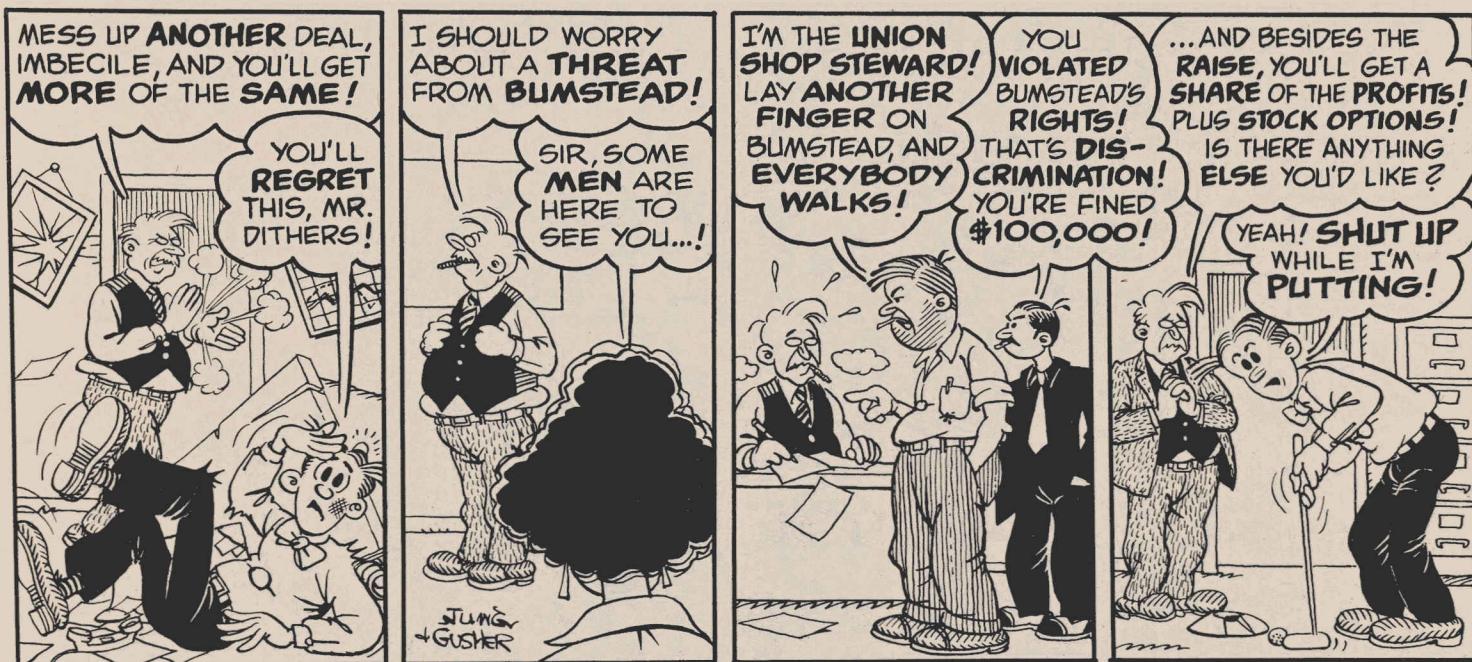
freshing if, just for a change, they got in touch with some of the cold, hard facts of today's real world? It sure would! But until that miracle happens, you'll just have to make do with the following MAD examples which show you what you'd have...

# WORLD OF TODAY WITH THE COMICS

## Blondie

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS



## Agatha Crumm



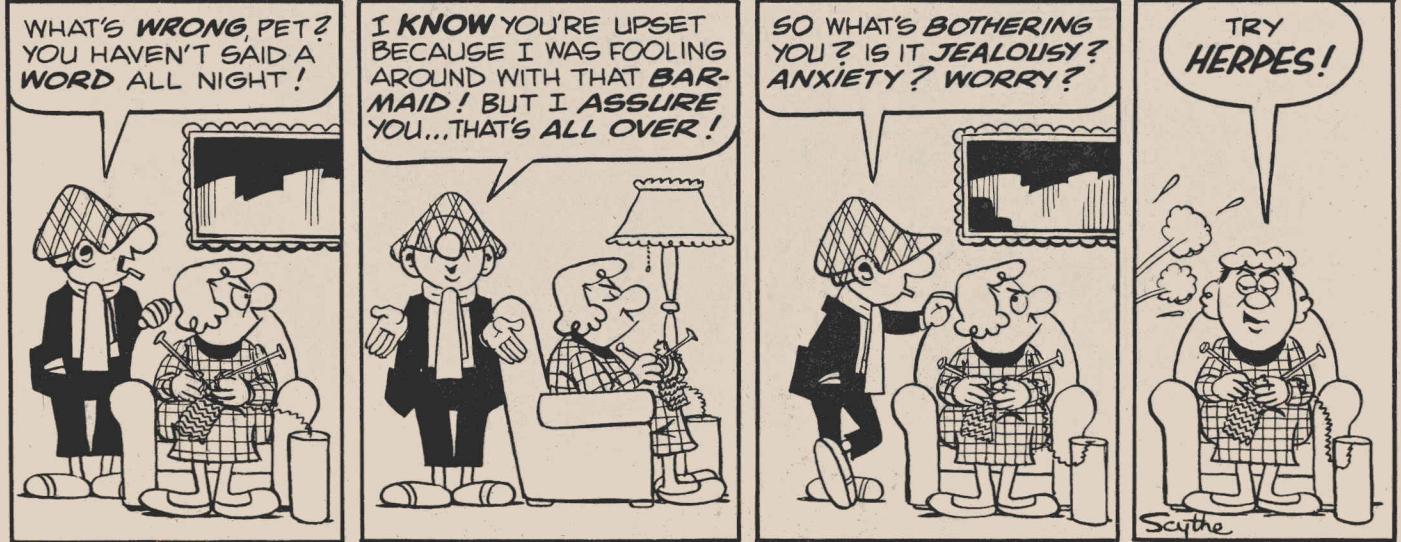
# Momma

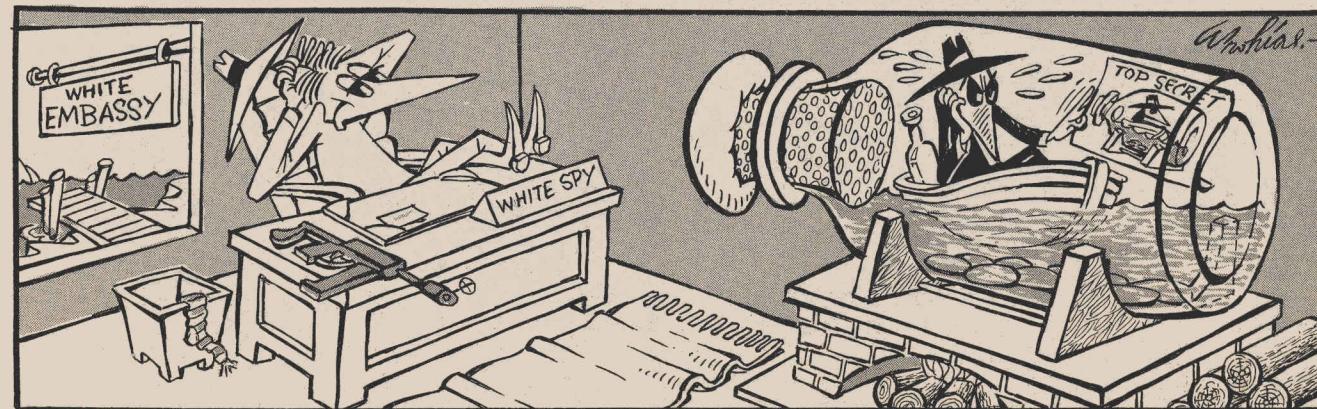
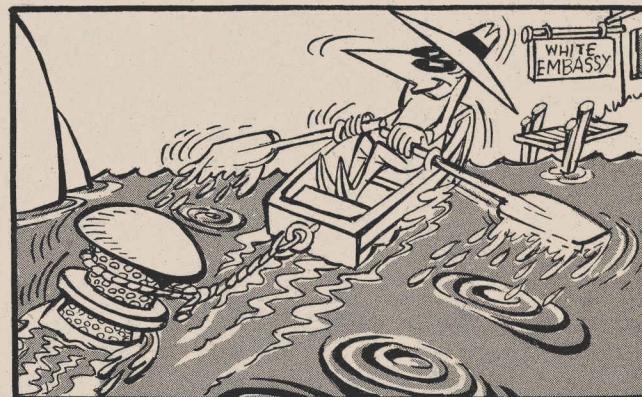
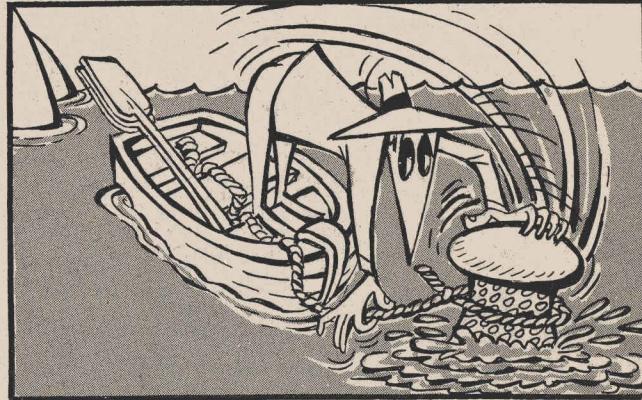
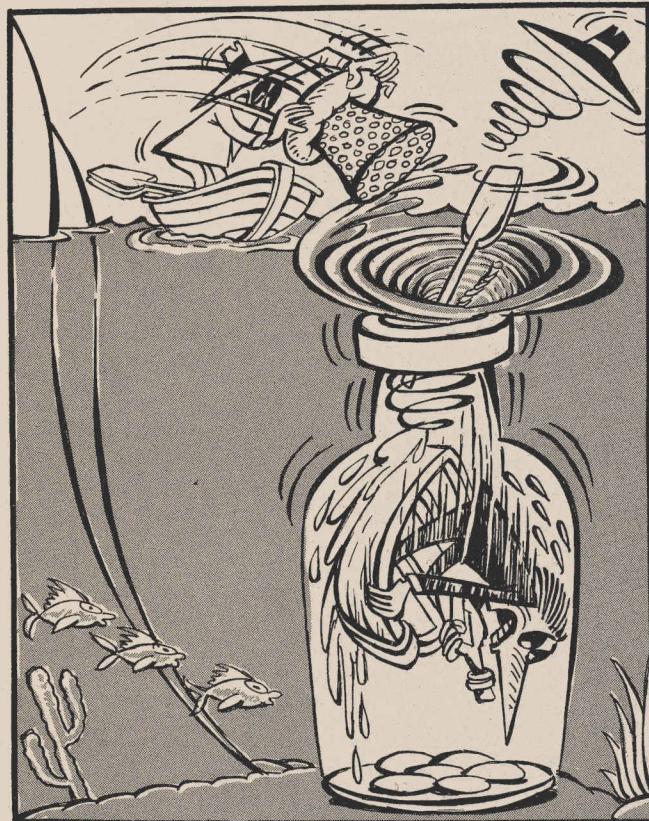
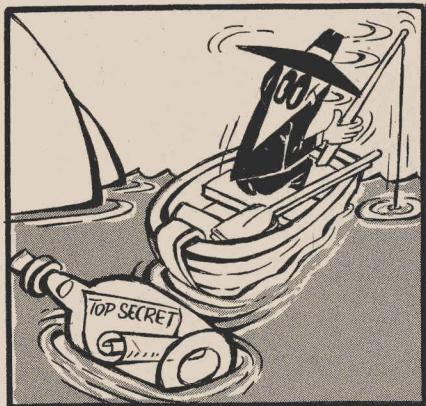


# Hagar the Horrible

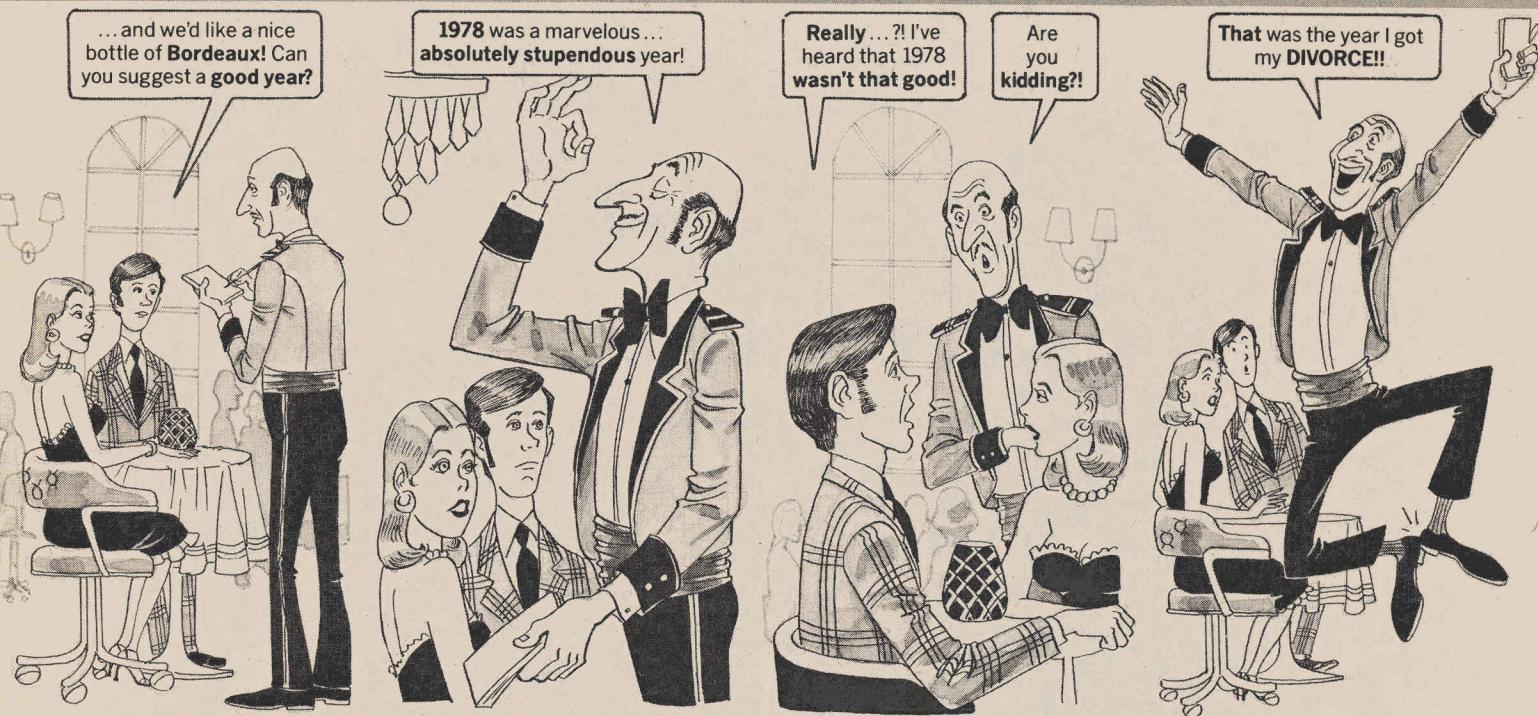


# Andy Capp



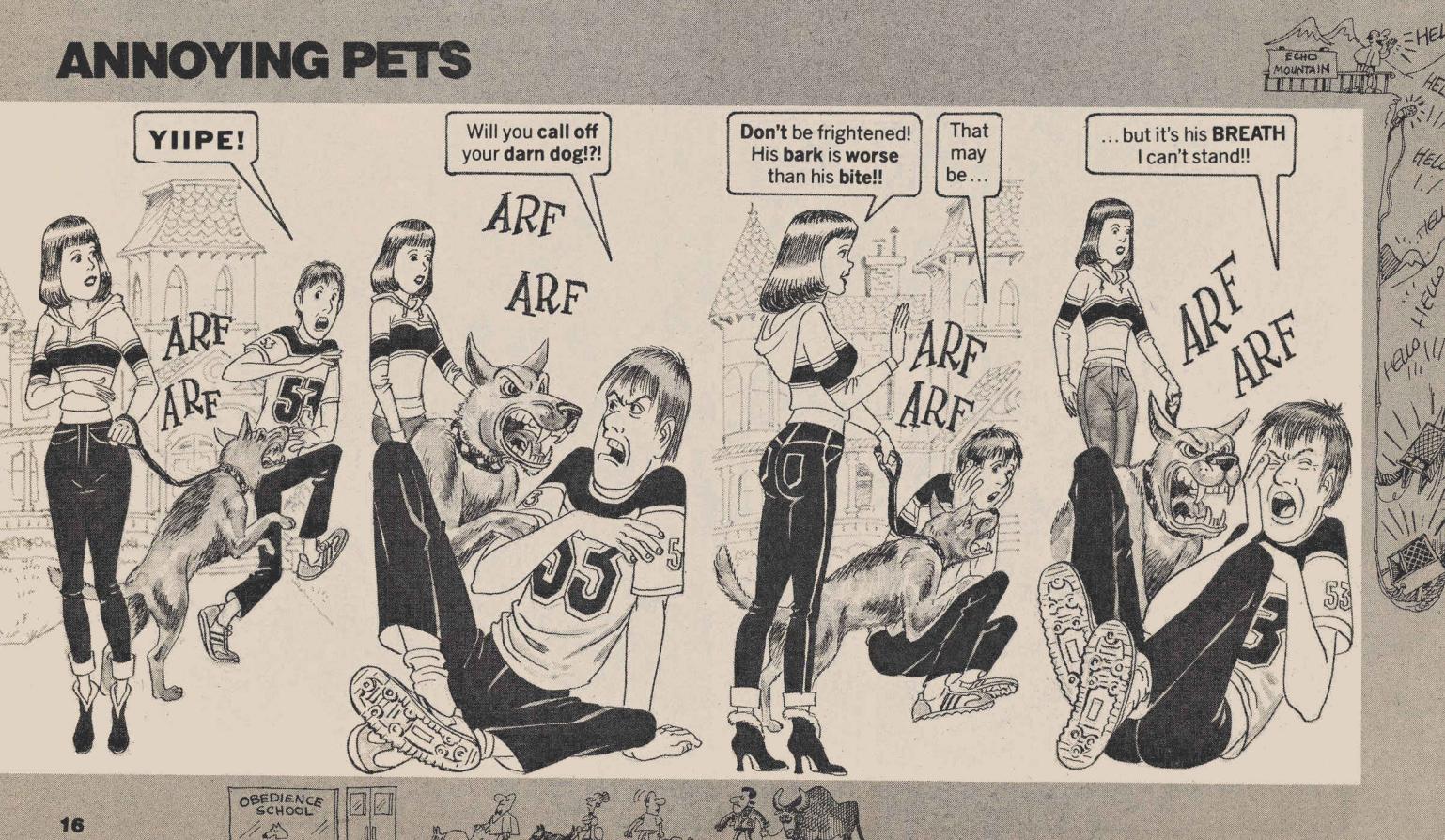


## VINTAGE WINES



BERG'S-EYE VIEW DEPT.

## ANNOYING PETS



# WINNING A BET



# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## DINNER GUESTS



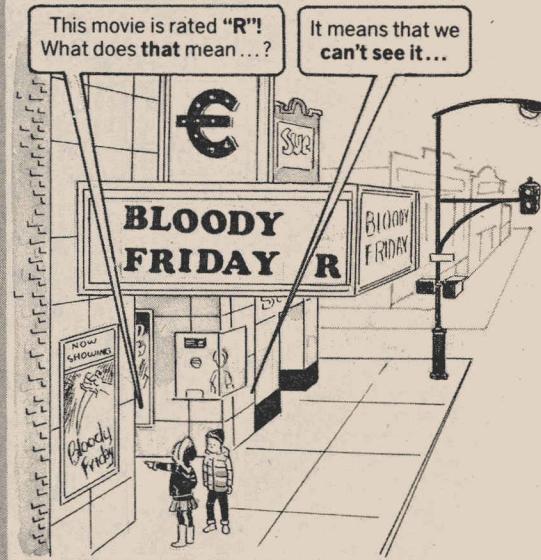
# NEWS BROADCASTS



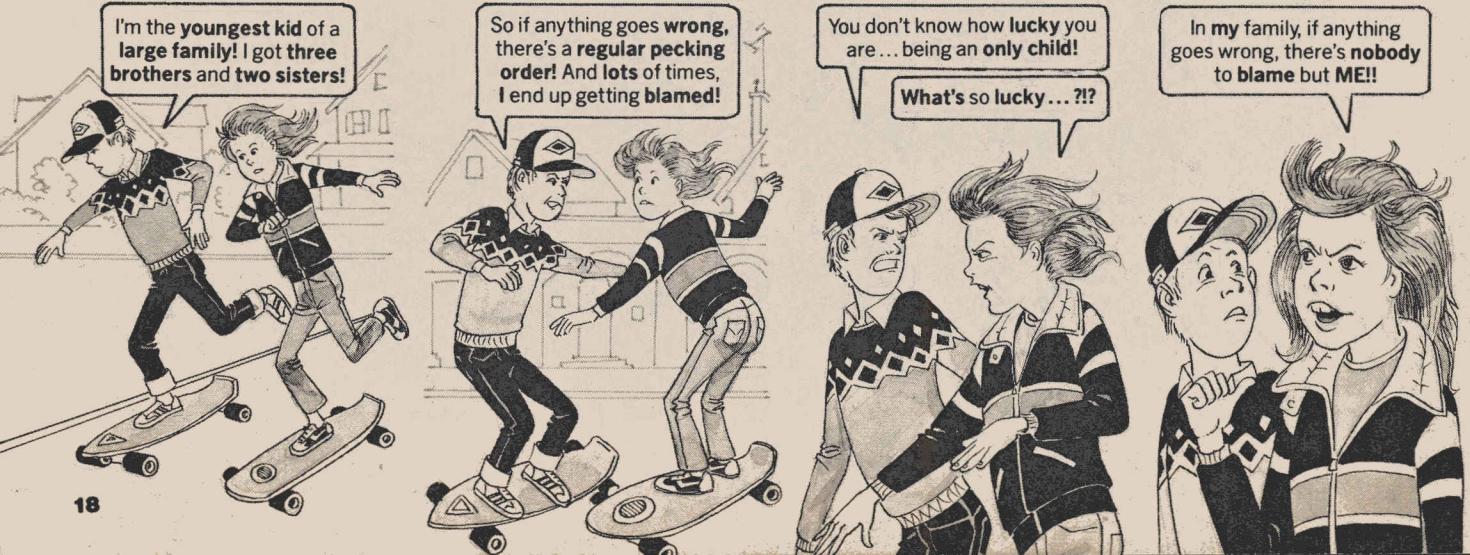
## BEING SUCCESSFUL



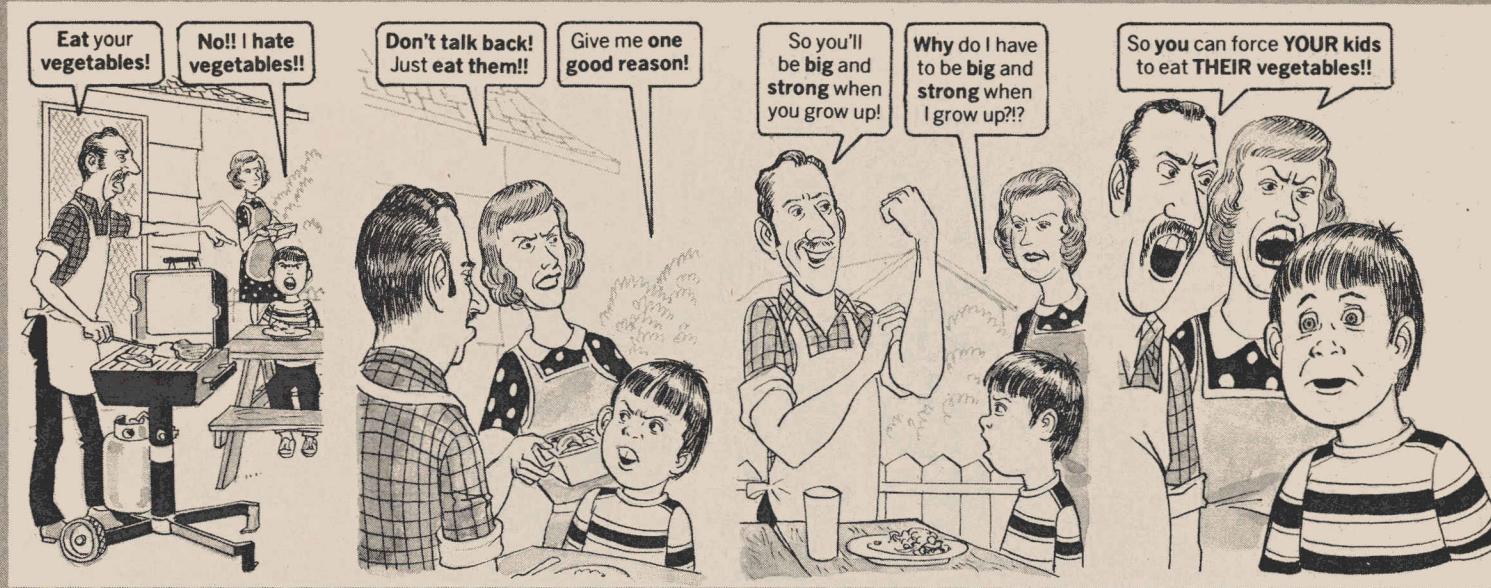
## SEEING A MOVIE



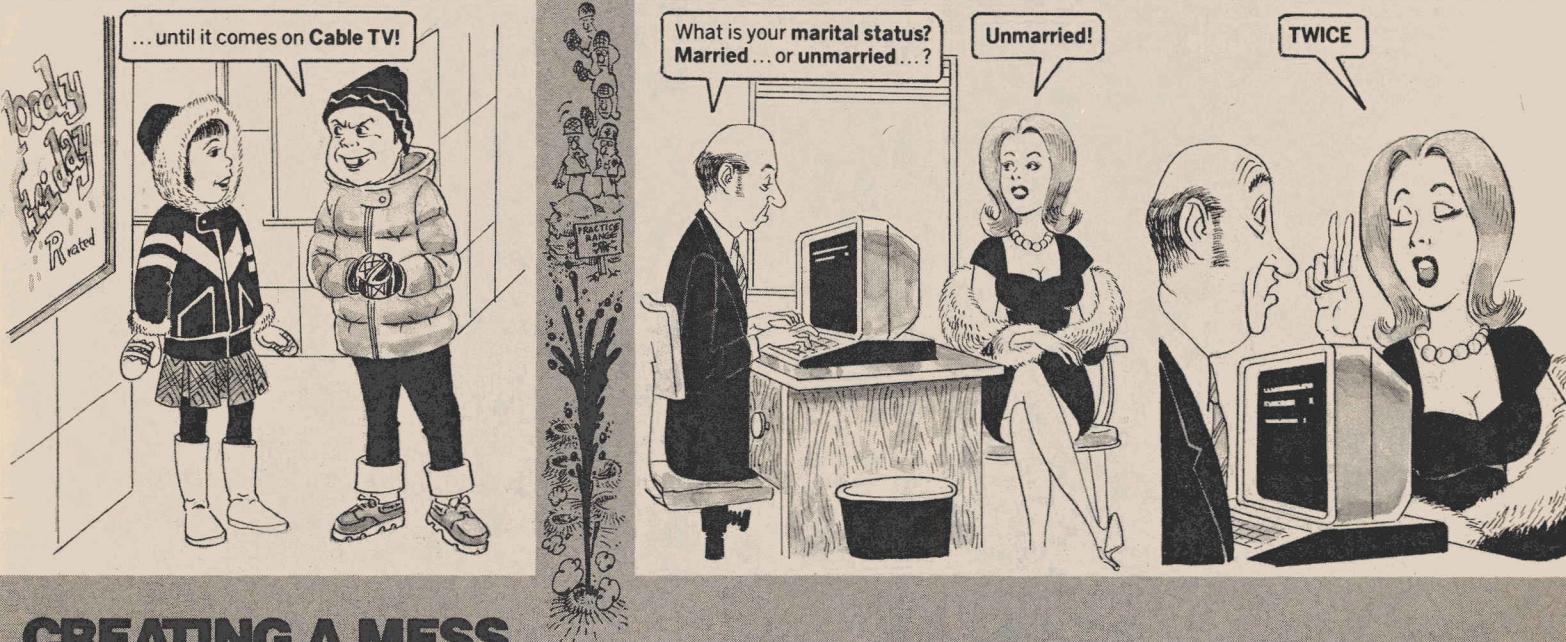
## BEING AN ONLY CHILD



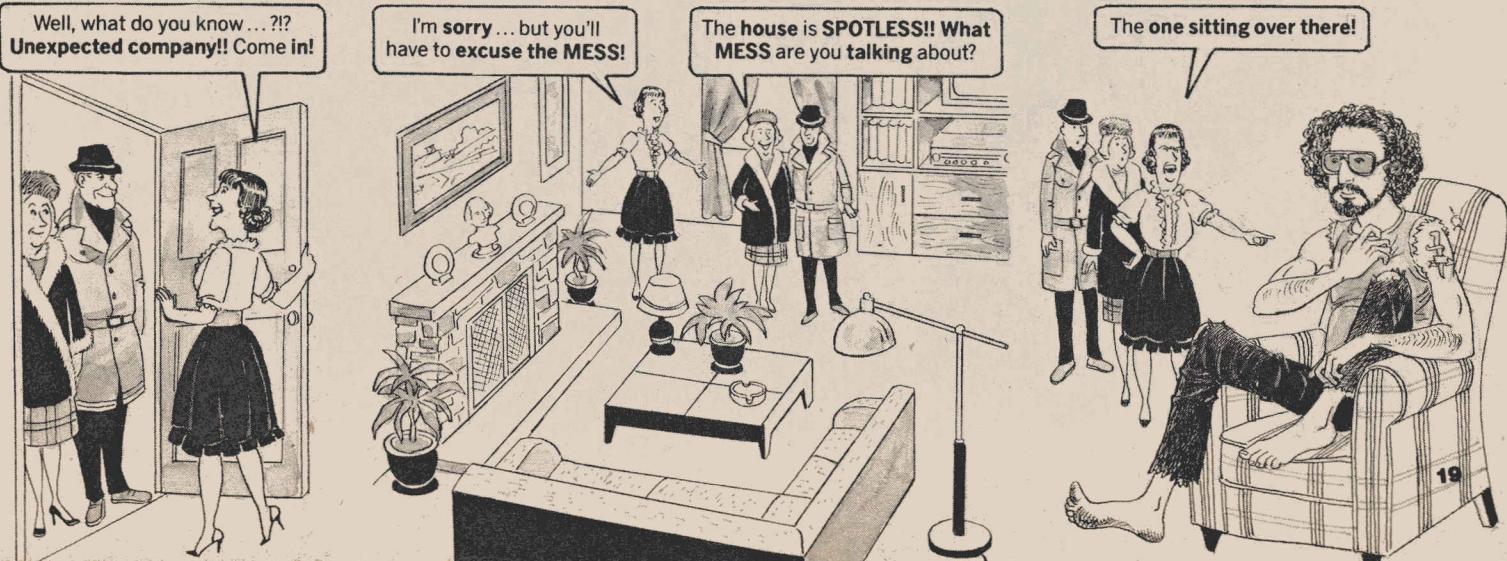
# PROBLEM EATERS



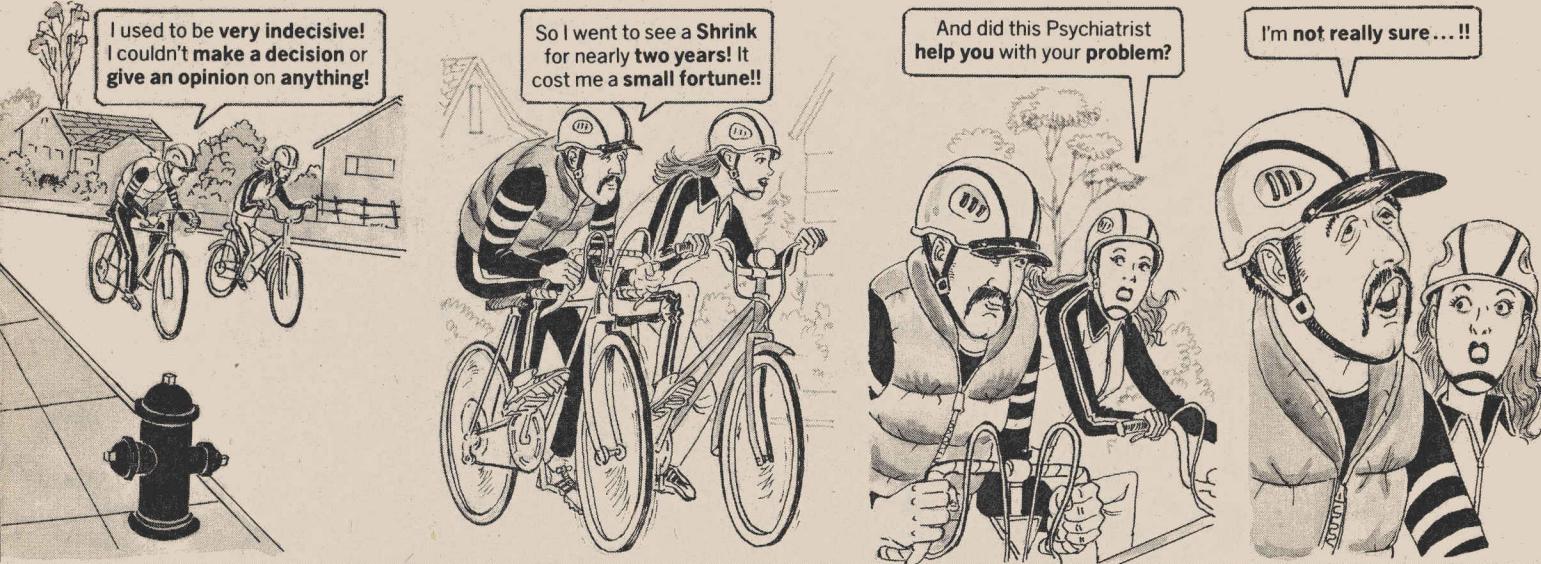
## JOB INTERVIEWS



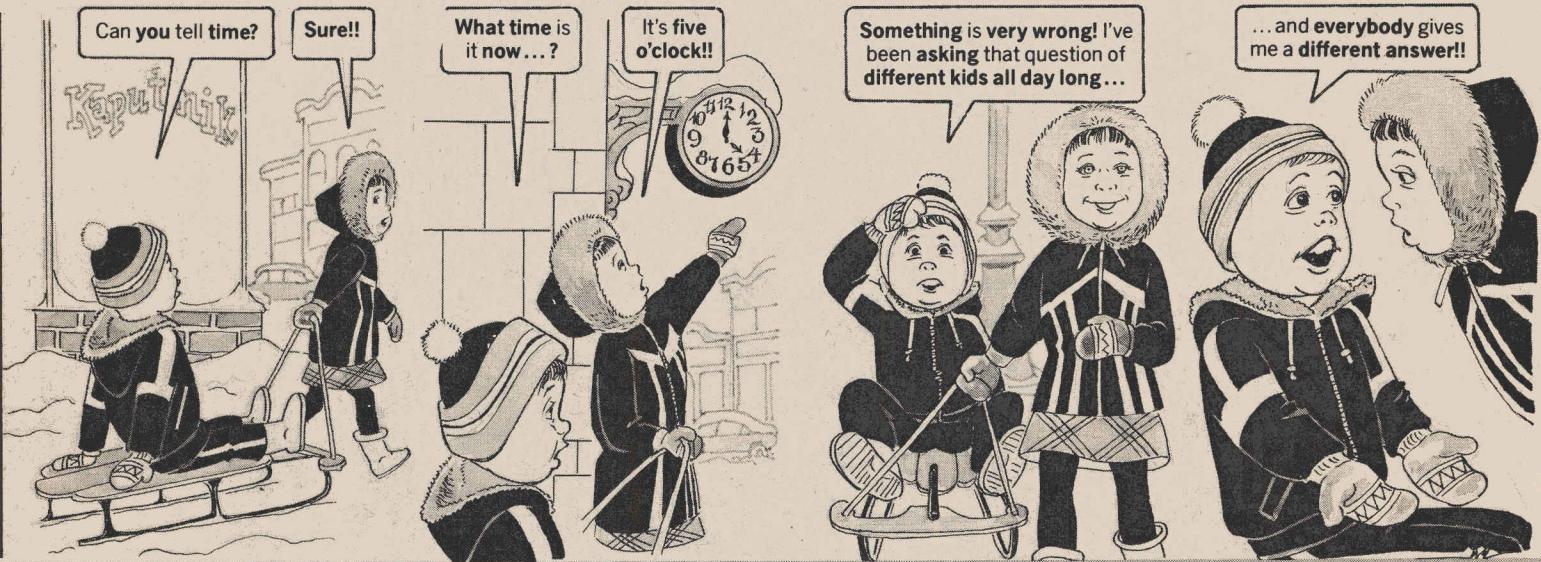
## CREATING A MESS



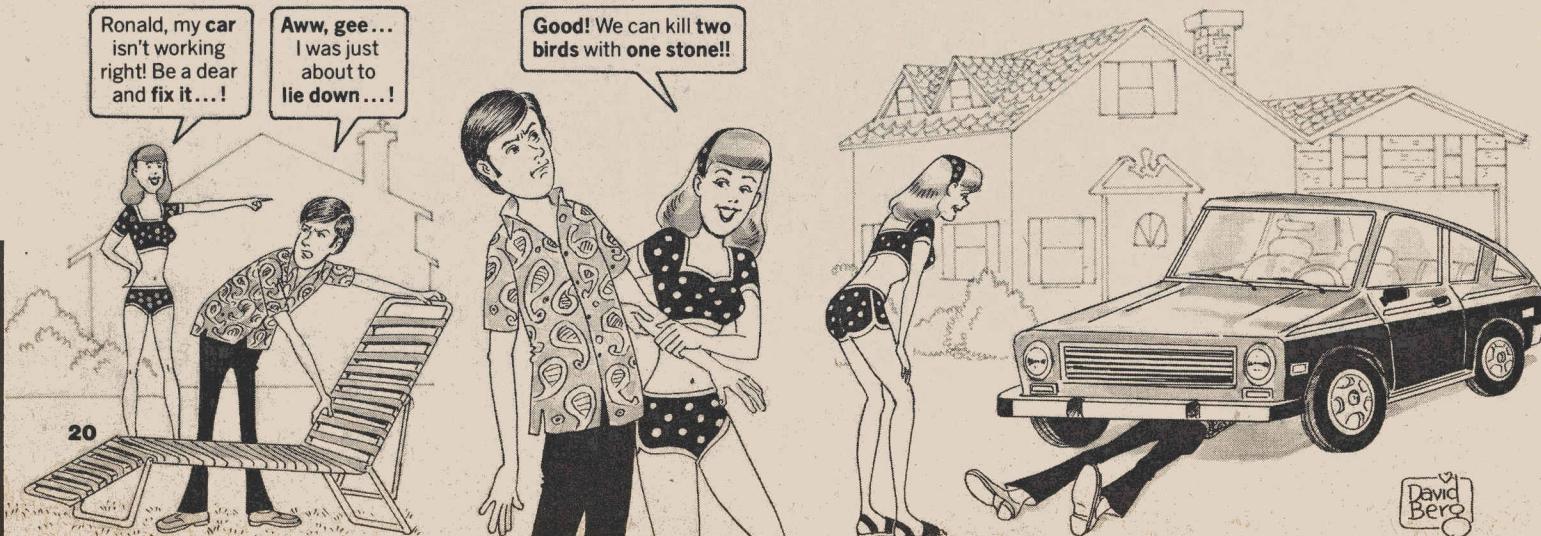
# GOING TO A PSYCHIATRIST



# LEARNING TO TELL TIME



# ARRIVING AT A COMPROMISE



# A PSALM FOR THE MODERN TELEVISION PREACHER

The Lord is my meal ticket; I shall not starve.

He alloweth me to lie outrageously on TV;  
He leadeth me beside the rich and powerful.

He restoreth my ratings.

He helpeth me to sell cheap merchandise  
in His name's sake.

Yea, though I owe a bundle to the I.R.S.,  
I will fear no audit:

For Thy tax shelters and Thy tax  
exemption, they protect me.

Thou preparest a platform for me to spew  
bigotry in the presence of mine  
viewers; Thou swellest my head with  
ego; my bankbook runneth over.

Surely power and money shall follow me  
all the days of my life; and I will dwell  
in my house on Easy Street for ever.

ARTIST: GEORGE WOODBRIDGE WRITER: BARRY LIEBMAN

PREACHER &  
UNIVERSITY

first national  
**BANK**

CASH  
CONTRIBUT  
#26

WARM  
TV

PRAY  
TOGETHER-  
STAY  
TOGETHER.

THE WAGES  
OF SIN  
IS DEATH

I SEE THE  
LIGHT

ASHES TO ASHES  
MY CUP  
RUNNETH  
OVER

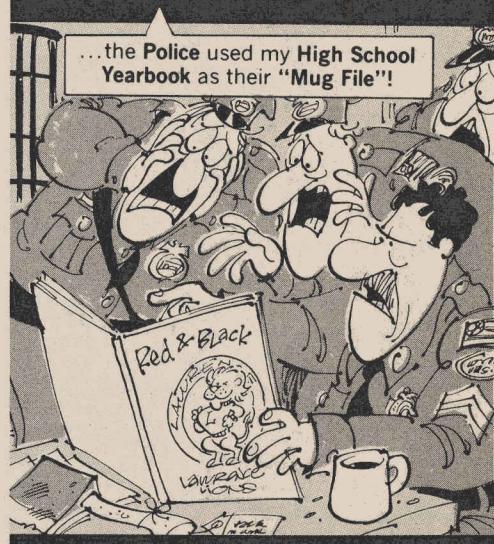
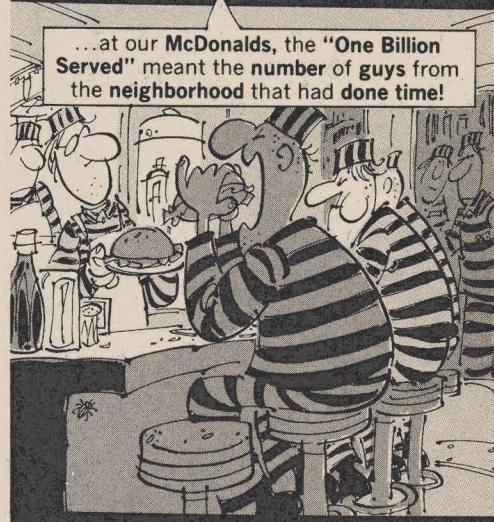
GW

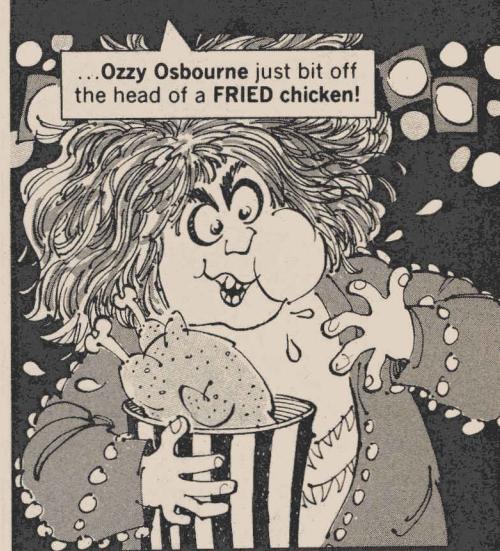
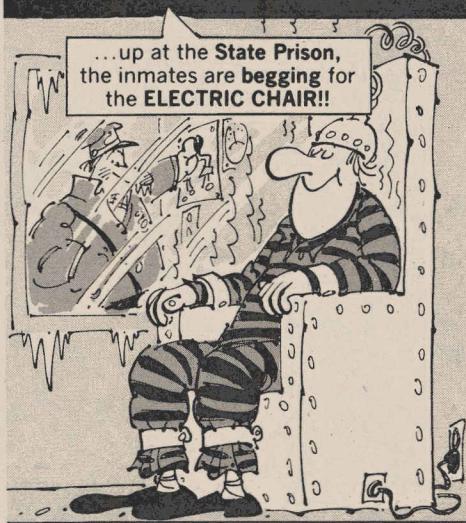
**REPLY-IN-THE-FACE DEPT.**

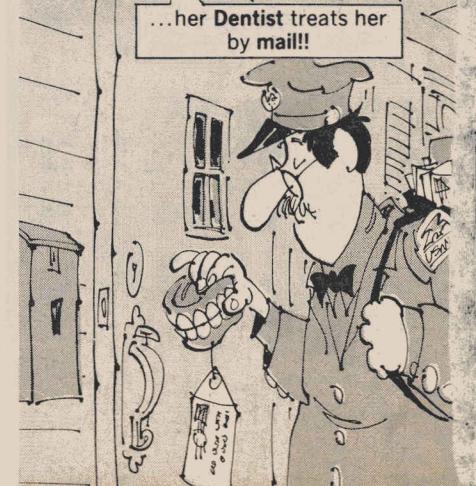
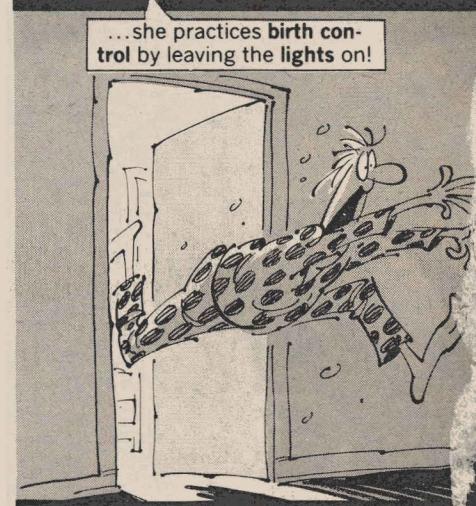
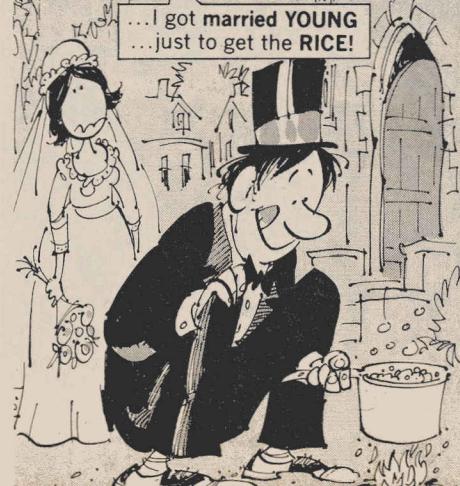
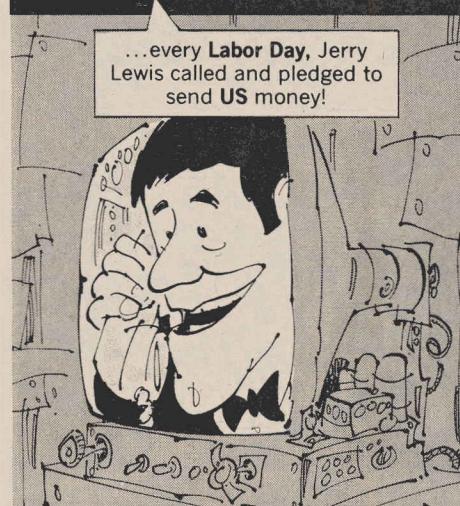
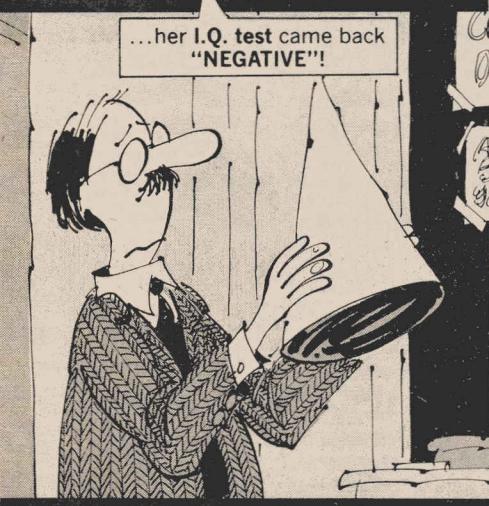
Everyone knows that Johnny Carson makes over \$5 million a year. One reason he does is because of his extraordinary ability to "ad lib"...to spew out hilariously funny one-liners right off the top of his head. Unfortunately, the average clod—meaning you—when trying to impress friends and influence people, is no Johnny Carson! In fact, most of you aren't even an Ed McMahon! But not to worry! Here comes MAD to your rescue! After this, the next time someone throws you even the slightest hint of a straight line, you'll be all loaded up and ready to let fly with a barrage of one liners guaranteed to earn you big yuks...because you will have read and memorized...

# THE MAD GUIDE TO SURE- FIRE AD LIB LINES

ARTIST: PAUL COKER WRITER: JOHN FICARRA







HERE WE GO AGAIN WITH YET ANOTHER RIDICULOUS SUPER SPECIAL PORTFOLIO!

50 (yecch!) PAGES\*  
Direct from the  
**Cluttered,  
Twisted, &  
Utterly Confused  
Mind of**

**AL  
JAFFEE**

A Man About Whom  
Much Has Been Said—

Although good taste prohibits  
us from repeating any of it here!



\*including this one!

**PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.**

Are you plagued by clods who ask stupid questions? We mean the kind of questions to which the answers are painfully obvious. Doesn't it drive you nuts to have to give such answers? Don't you wish you could come up with snappy

answers that would put these dolts down, like the comics on TV always do? Well, you can! All you need is a sense of humor, a little practice, and a mean, rotten disposition. You also need to convince yourself that there is

# MAD'S SNAPPY ANSWERS



No, thanks!  
I already  
have one!

No, I'm a  
modern  
sculptor!

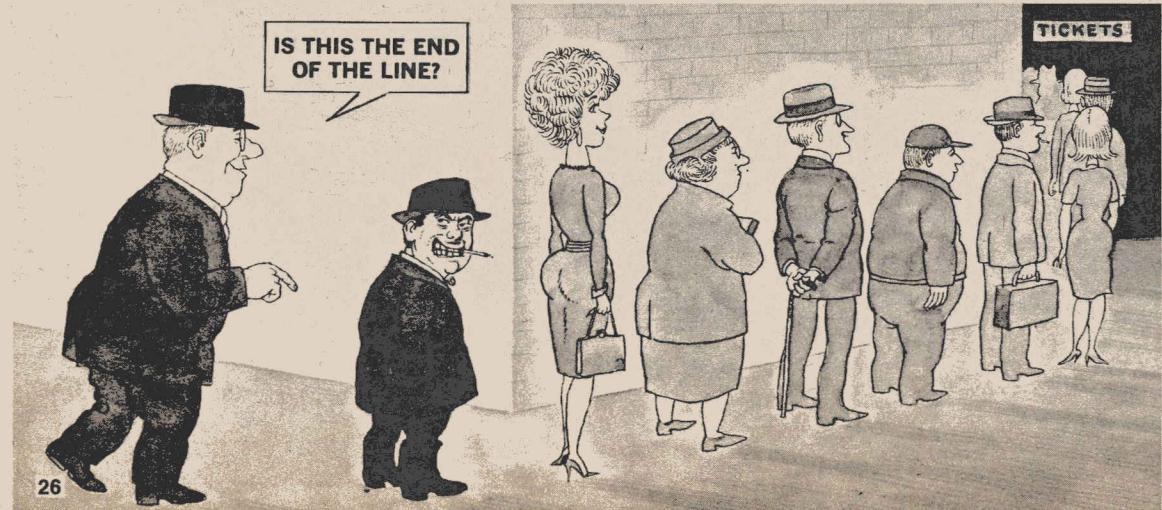
No, I'm  
starting a  
junk yard!



No, I'm  
doing  
The Frug!

No, I'm  
studying to  
be a kangaroo!

No, I'm  
hitchhiking to  
the bathroom!



No, it's the beginning!  
We're all facing backwards!

No, it's the end of a freight  
train, and I'm the caboose!

No, it's a group of casual  
strollers, who, by some  
fantastic coincidence, have  
come to stand one behind  
the other at this one spot!



nothing worse than stupid clods who ask pointless unnecessary questions. Is that clear? Do you understand what we mean? Are we getting the point of this article across to you? Isn't this the perfect time to come up with one of

them snappy answers? Okay! Study the typical situations on these pages and practice giving the snappy answers we've printed. Then start making up your own. Before long you'll see how gratifying it is to humiliate people with . . .

# TO STUPID QUESTIONS

ARTIST & WRITER: AL JAFFEE

IS HE SICK?

No, he's resting up for his World Championship fight tonight!

No, he's rehearsing a new comedy routine!

No, he's just taking a short four-week nap!

No, I always shower with my clothes on before I come into the house!

No, I came home by sewer!

No, it's hot out and I'm sweating!

ARE YOU GOING UP?

No, we're going to fool everybody and go sideways this time!

No, we're standing still! You must be going down!

No, this is a phone booth and we're trying to see how many college students we can pack into it!

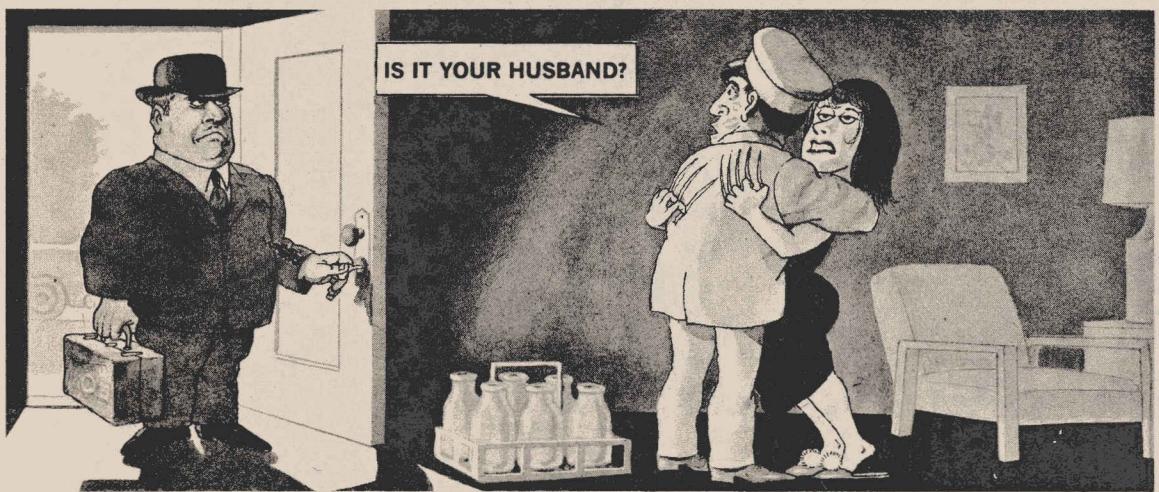
NEXT CAR UP



No, tomorrow I'm doing this with another girl!

No, but in time, I'm sure I can learn to!

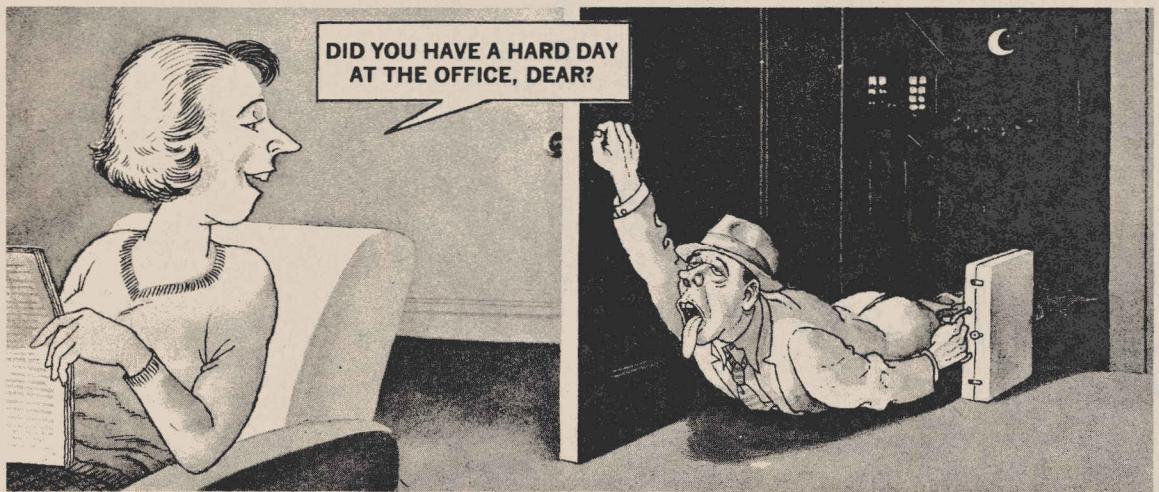
Love—shmov—live for the moment, I always say!



No, it's Goldilocks wondering who slept in her bed!

No, it's Alan Funt, and we're on "Candid Camera"!

No, it's some two-timed, infuriated, cuckold total stranger who's going to kill us!



No, I'm just worn out from turning the pages of my newspaper on the ride home!

No, it's the lunchtime cavorting at the Playboy Club that does me in!

No, I'm practicing for the lead in "Death of a Salesman" —if it's ever revived!



No, it's very well-mannered!

No, we're testing a new and improved room deodorant!

No, it's just that I don't know how to spell "ROTTEN"!

WHAT PARTICULAR  
SPECIES IN OUR  
ENVIRONMENT IS  
SURE TO GET  
SPECIAL  
PROTECTION  
FROM ANY WINNING  
CANDIDATE?

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

There are many creatures in our environment that look to our elected officials for their survival. But one particular animal has no worries at all because it is always fully protected by the winning candidates. To find out which species this is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



FIERCE FIGHTS FOR SURVIVAL AFFECT SPECIES AT  
ALL LEVELS OF OUR ENVIRONMENT. BUT EVERY  
CANDIDATE WHO WINS HAS ONE SPECIES HE PROTECTS

A

B

**INHALE-SAFE DEPT.**



Smoking has been linked with so many horrible sicknesses, you'd imagine that everybody would be giving it up. Not so! Most smokers simply cannot! And so—they are now doubly-plagued! Not only are they deteriorating physically from smoking, but mentally, too—from worrying about it. In order to help all these poor trapped souls, we now offer . . .

# **SOME MAD DEVICES FOR SAFER SMOKING**

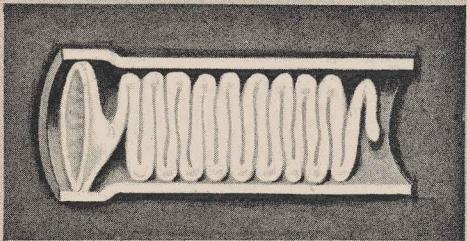
ARTIST & WRITER: AL JAFFEE

Cigarette smoking is largely a nervous habit in which the act of "lighting up" and "taking a deep drag" is more important than the actual smoke!—so say leading

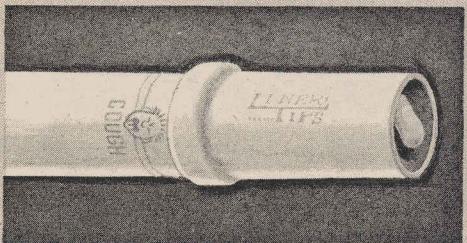
## **DISPOSABLE LUNG-LINER TIPS**



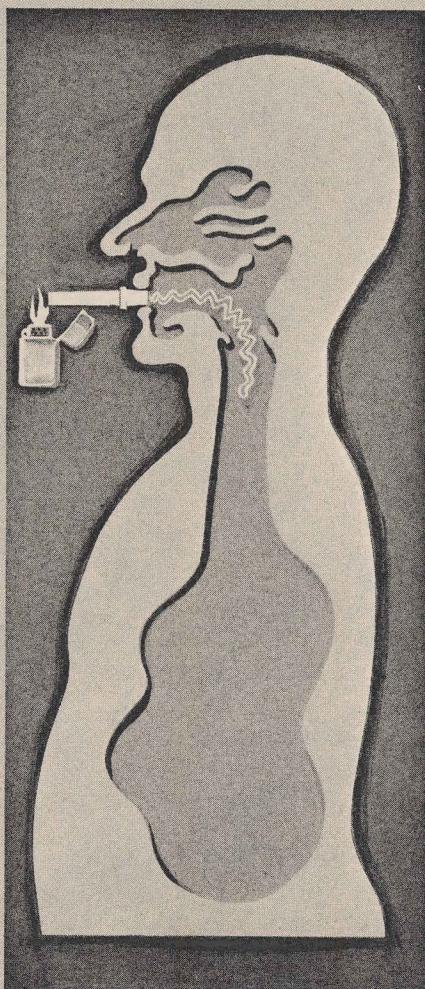
"Lung-Liner Tips" come in boxes of 20 to accommodate regular pack of cigarettes.



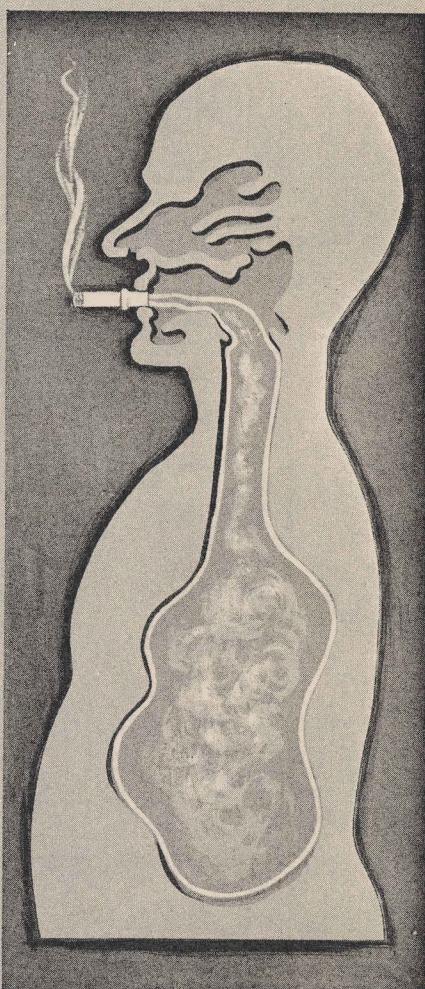
X-Ray view of Tip reveals folded plastic bag inside.



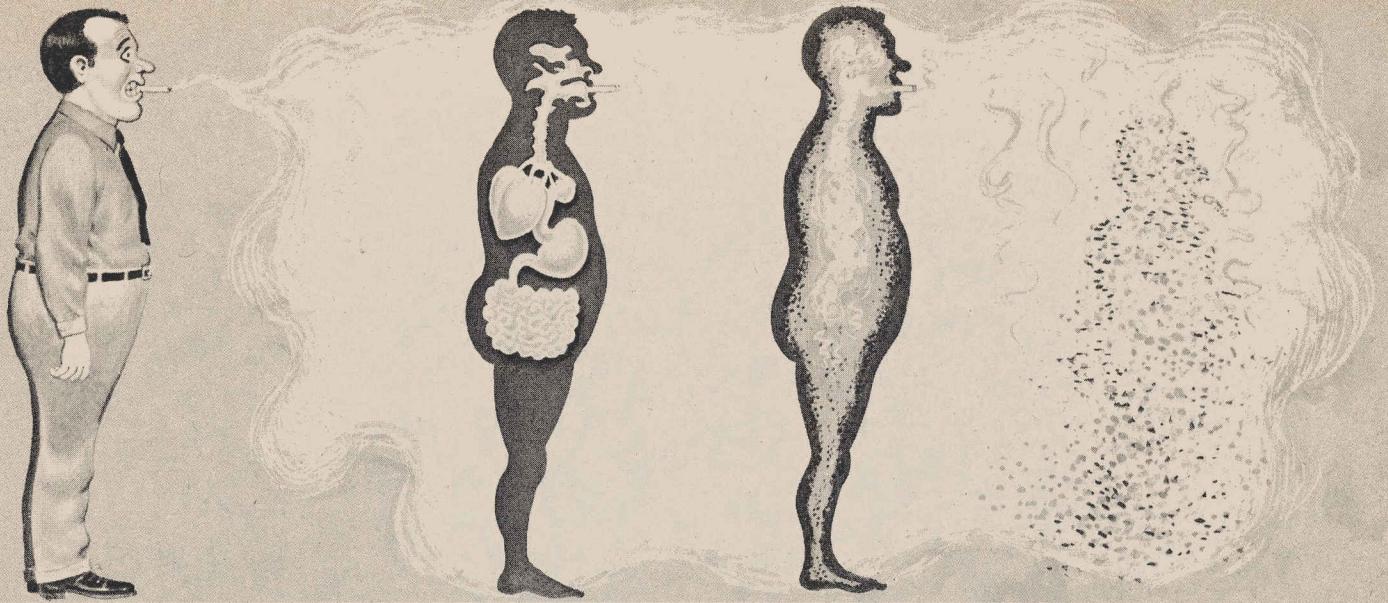
Liner Tip attaches to the cigarette, and looks just like a regular filter tip.



As smoker inhales, folded plastic liner is drawn down throat into lungs. Plastic is extremely thin, clings like Saran Wrap to insides.



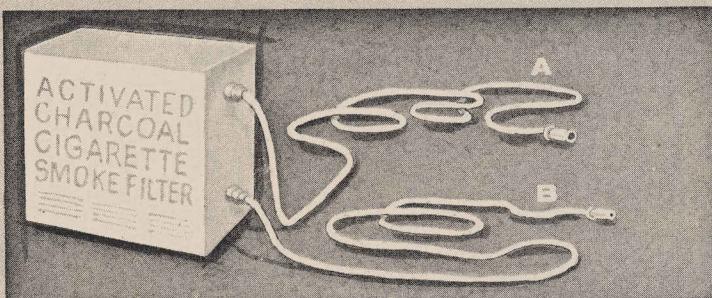
Thus, "Lung-Liner" transmits 90% of smoking's sensation with 100% safety. After use, liner is easily withdrawn for convenient disposal.



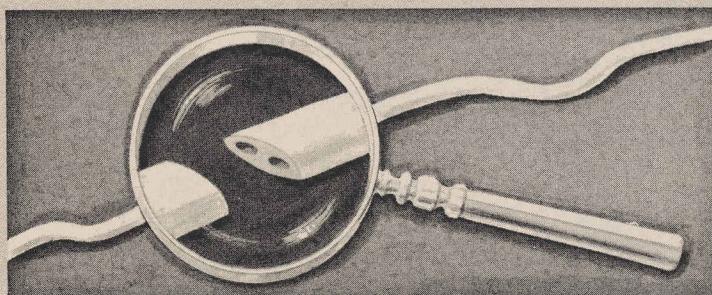
A SMOKER'S MENTAL PICTURE OF WHAT'S HAPPENING INSIDE HIM

psychologists. With this in mind, MAD has designed—and now offers—these devices which retain the main actions of smoking while eliminating the smoke itself . . .

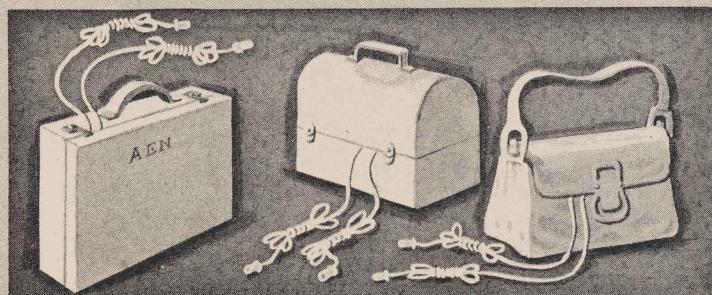
### PORTABLE FILTRATION UNITS



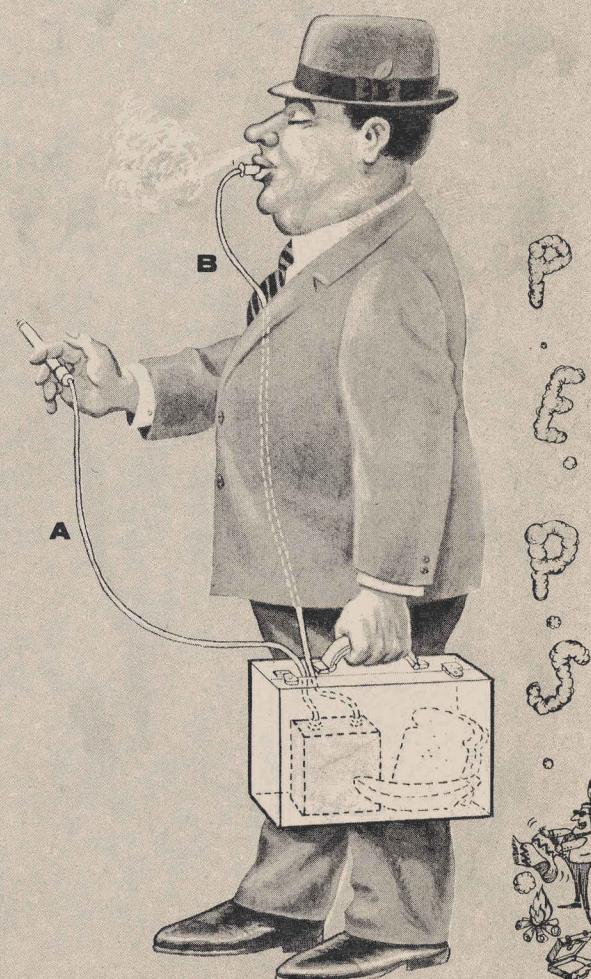
"Filtration Unit" is small, but efficient version of a Military Gas Mask canister.



Close up of cross-section shows pinch-proof construction of tubes "A" and "B".



Filtration Units can be fitted into any number of portable containers, such as attache case, lunch box, handbag, etc.

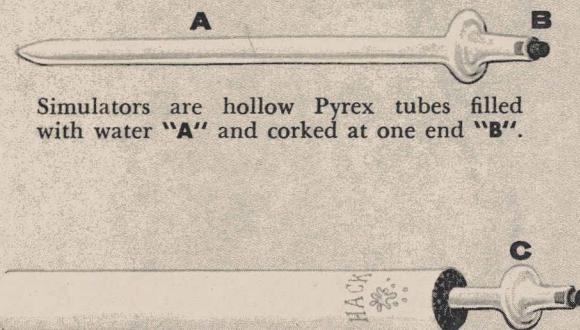


In use, when smoker inhales, harmful smoke travels down from cigarette thru tube "A" to Filtration Unit, returns as pure fresh air thru tube "B" to healthy satisfied smoker.

## SMOKE SIMULATORS

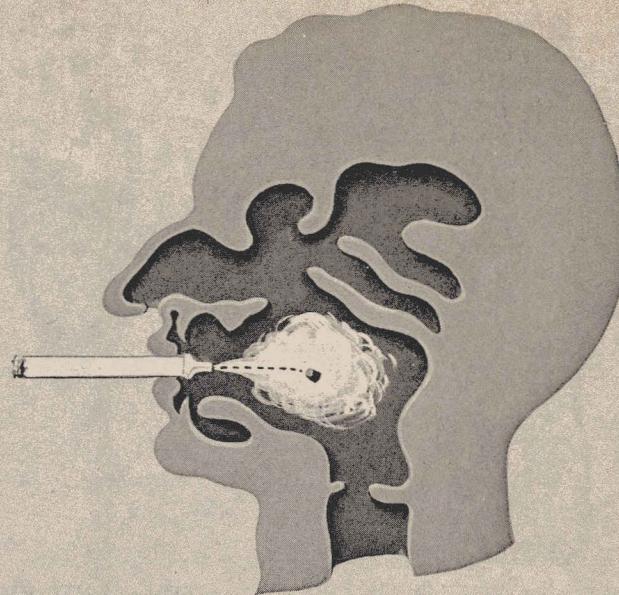


"Smoke Simulators" also come in boxes of 20... providing one for each cigarette.



Simulators are hollow Pyrex tubes filled with water "A" and corked at one end "B".

Inserted into cigarette, note how disc "C" blocks smoke, seals off end of cigarette.

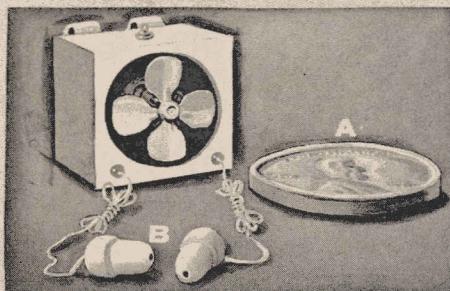


As smoker lights up, hot ash of cigarette boils water in Pyrex Simulator tube. Steam pops cork (which is made of edible material and can be swallowed safely). The steam feels just like smoke. Tests

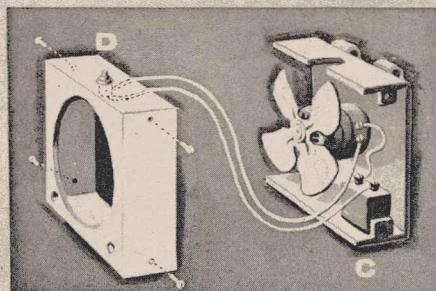
in dark rooms proved this: A smoker cannot distinguish between real smoke, hot air, or steam. Now, smoking with a cold (using Simulator) is not only enjoyable, but downright soothing and healing as well!

The following devices are for the confirmed smoker who must taste the real smoke if he is to be satisfied. For

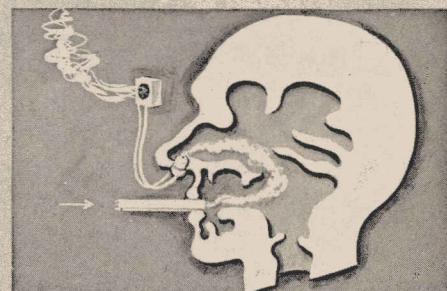
### NASAL EXHAUST FAN



Tiny "Nasal Exhaust Fan" (Note size of penny "A"!) has flesh-tone tubes and nose plugs "B".



Tiny fan motor is powered by long-lasting battery "C" and is controlled by switch "D".

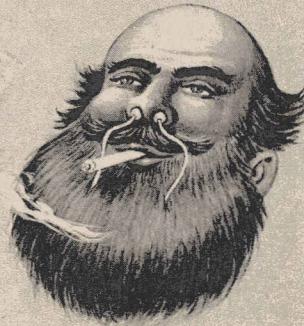


In operation, fan pulls smoke from cigarette up through nose, thus avoiding throat and lungs.

Attached to eyeglasses



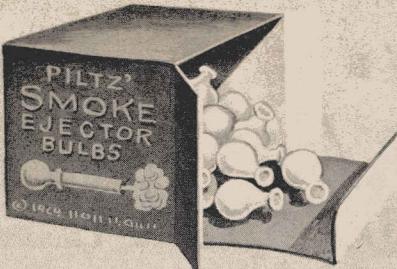
Hidden in beard



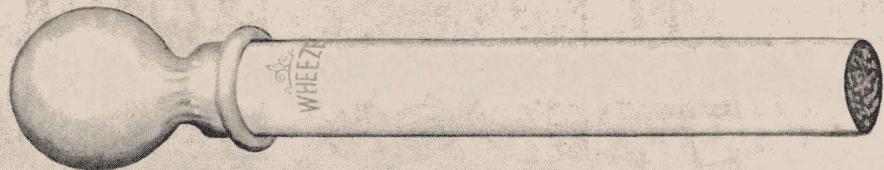
Used like a hearing aid



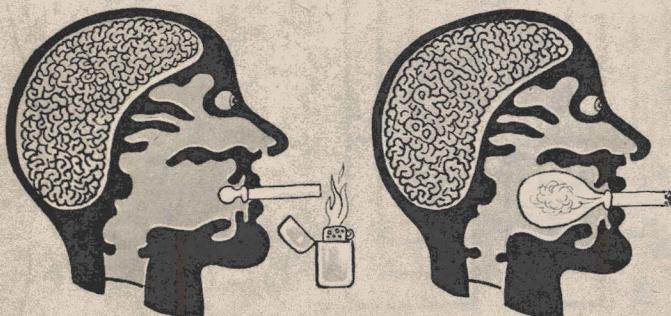
## SMOKE-EJECTOR BULBS



"Smoke-Ejector Bulbs" are small balloon-like objects



They attach easily to the mouth end of any cigarette, filtered or unfiltered.

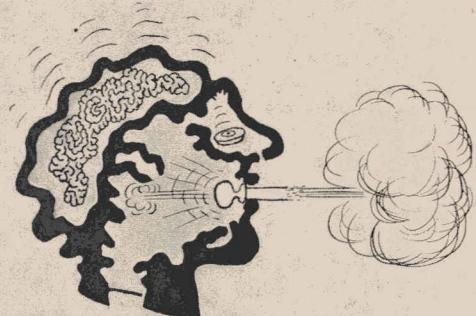


Smoker inserts cigarette—  
with "Smoke-Ejector Bulb"  
attached—into mouth, and  
lights cigarette normally.

As smoker begins to inhale,  
the Ejector Bulb begins to  
fill with smoke and expand.



Smoke-Ejector Bulb keeps on  
expanding as long as smoker  
is able to keep on inhaling.

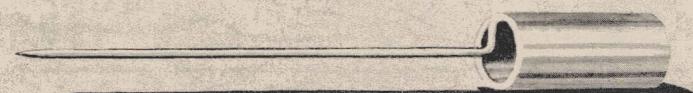


If smoker releases tension,  
Bulb collapses and smoke is  
ejected without ever touch-  
ing the inside of his mouth.

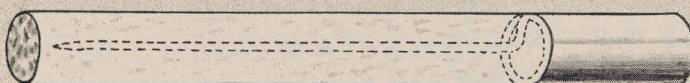
him, cutting down the amount and the intensity of smoke taken in may at least reduce the danger to some degree.



## "HOT LIPS" DISCOURAGER



The "Hot Lips" Discourager is made of an extremely high heat-conducting silver rod with a silver tip at the end.



Silver rod is inserted into cigarette, and silver tip fits flush to cigarette-end like an expensive holder.



As smoker begins to puff, silver rod heats up fast and transmits heat to end which sears smoker's lips. Hardy smokers may stick till half the cigarette is gone, but average threshold of pain makes most quit  $\frac{1}{4}$  way thru.

## THE "PSYCHOLOGICAL WARFARE" INSERT



This ingenious insert looks like a solid metal spike, but is actually hollow. Somewhere between "A" and "B" there is an explosive charge. When inserted into the center of the cigarette with the "Safety Zone" toward the end to be lit, it affords a short time to enjoy the smoke. However, any daring smoker who has the explosive charge blow up in his face usually never ventures past the "Safety Zone" again.



Smoker who almost waited too long before disposing of butt.

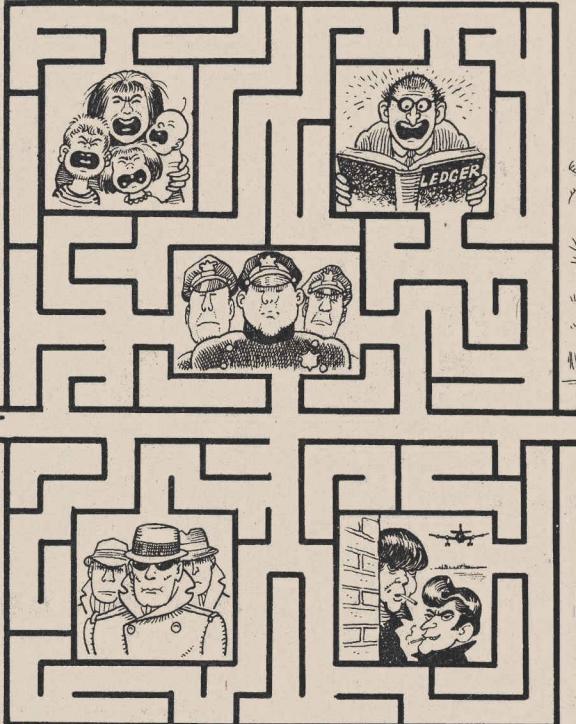
# MAD'S PUZZLE

ARTIST &amp; WRITER: AL JAFFEE

## A TRIP TO BRAZIL

CHARLIE FINSTERNICK HAS JUST EMBEZZLED \$3,000,000 FROM HIS BANK. SEE IF YOU CAN GET HIM SAFELY TO BRAZIL BEFORE IT ESTABLISHES AN EXTRADITION TREATY WITH THE UNITED STATES, AND WITHOUT RUNNING INTO THESE FIVE TRAPS ALONG THE WAY:

1. WIFE AND SCREAMING KIDS
2. BANK EXAMINER
3. POLICE
4. F.B.I.
5. TEENAGE HOODS HANGING AROUND AIRPORT.



## COLORING CORNER

THIS IS THE BEAUTIFUL AND COLORFUL BOUGAINVILLEA PLANT. CAN YOU GUESS HOW TO COLOR IT? (SEE ANSWER BELOW)

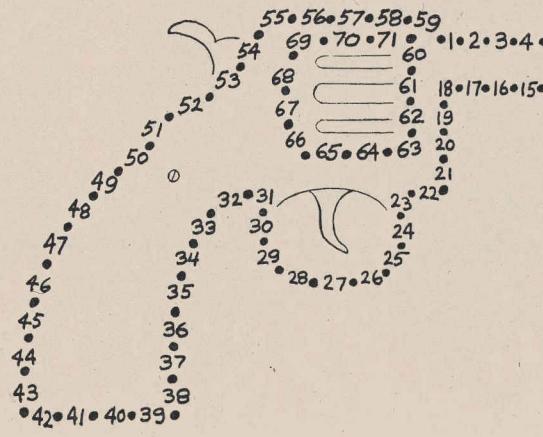


### ANSWER

COLOR IT DEAD! ANY IDIOT KNOWS THAT THE BOUGAINVILLEA IS A POSSIBLY SURVIVE THE HIDEN/TROPICAL PLANT AND COULDNT CLIMATE PICTURED HERE!

## CONNECT THE DOTS AND GET A BIG SURPRISE!

IF YOU FOLLOW THE NUMBERS AND CONNECT EACH DOT, A SURPRISE PICTURE WILL APPEAR. YOU'LL NEVER GUESS WHAT IT IS, SO GET RIGHT TO WORK AND SATISFY YOUR CURIOSITY. ALL WE CAN SAY IS THAT WHEN YOU ARE DONE, YOU WILL GET A BIG BANG OUT OF IT! IN FACT, IT'S A REAL KILLER-DILLER! THE WHOLE IDEA IS HOT AS A PISTOL! SO SHOOT THE WORKS ON THIS ONE, GANG!



Jaffee

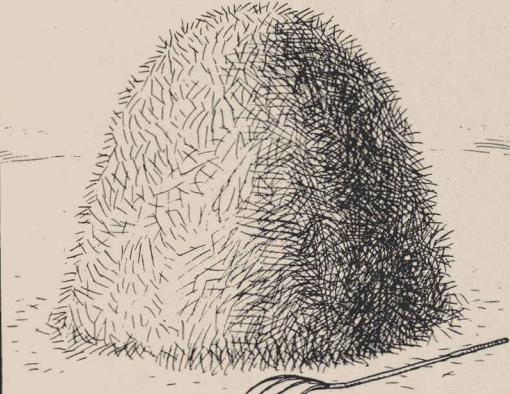


# PAGE



# FIND THE NEEDLE

WE'VE HIDDEN A **NEEDLE** SOMEWHERE  
IN THIS **STACK**! CAN YOU FIND IT? LET'S  
SEE HOW **SHARP** YOU ARE!



ANSWER :

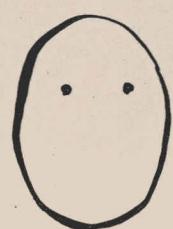
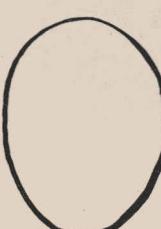
COULDN'T FIND IT? BOY, ARE YOU BLIND!  
THIS IS NOT A HAYSTACK! IT'S A BIG  
PILE OF NEEDLES! NOW DON'T YOU FEEL  
IKE A DUMB STRIPPIED DOLCI!

# OPTICAL ILLUSION



STARE AT THIS BLACK SPOT FOR SIX HOURS WITHOUT BLINKING. THEN TRY TO LOOK UP THE NAME AND THE NUMBER OF A GOOD EYE DOCTOR IN THE PHONE BOOK. YOU WON'T BE ABLE TO DO IT, BECAUSE EVERYWHERE YOU LOOK YOU'LL SEE BLACK SPOTS. YOU MAY ALSO SEE DOUBLE. THIS IS CALLED AN "OPTICAL ILLUSION". AFTER YOU HAVE HAD ENOUGH OF THIS FUN, GET SOME FRIEND TO CALL AN EYE DOCTOR FOR YOU. OTHERWISE, YOU MAY WIND UP WITH THIS EYE TRICK PERMANENTLY!

# HOW TO DRAW GREAT CARTOON LIKENESSES

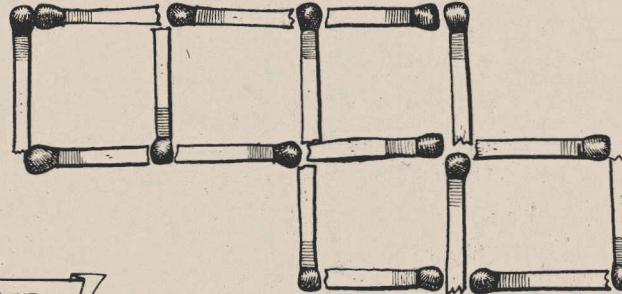


ONE REASON THIS NEW FEATURE WAS CREATED IS BECAUSE **MAD** READERS ARE BRILLIANT, INTELLIGENT YOUNG PEOPLE WHO MIGHT ENJOY SOMETHING CHALLENGING LIKE THIS. ANOTHER REASON IS THAT THEY ARE ALSO LAZY SLOBS, AND DOING THESE PUZZLES IS ABOUT AS EASY AS LOUNGING AROUND WATCHING **TV** ALL DAY.

**PUZZLES @ RIDDLES  
\* BRAIN-TWISTERS :  
REBUSES @ POSERS  
@ CROSSWORDS @  
INANITIES ☆☆ AND  
OTHER TIMEWASTERS**

## **SOLVE THE MATCH PUZZLE**

THESE MATCHES ARE ARRANGED TO FORM **FIVE SQUARES**. CAN YOU MOVE JUST **TWO** OF THESE MATCHES, AND END UP WITH ONLY **FOUR SQUARES**?

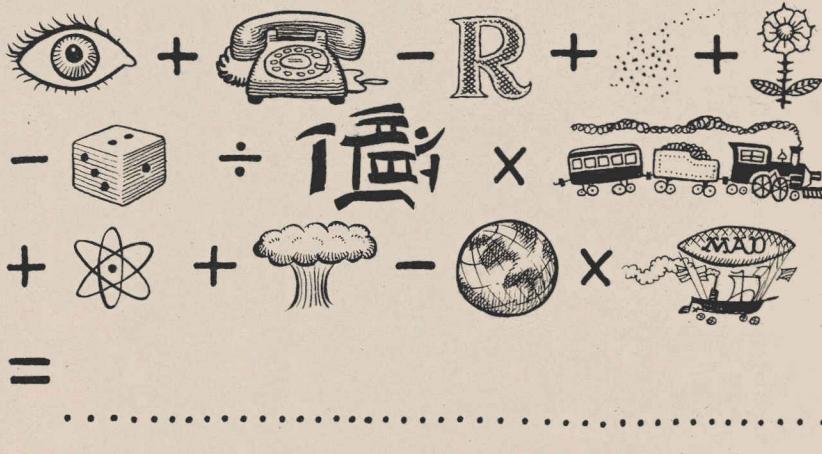


**ANSWER :**

OF COURSE YOU CAN'T! THESE MATCHES ARE PRINTED ON THIS PAPER, AND IT'S IMPOSSIBLE TO MOVE THEM!

# ROLICKING REBUS

**Q**IDENTIFY THE PICTURES, ADD AND SUBTRACT THE LETTERS AS DIRECTED, AND SEE IF YOU CAN DISCOVER THE MAGIC WORD.



IF YOUR ANSWER IS "ANTIDISESTABLISHMENTARIANISM", BETTER CHECK YOUR ARITHMETIC. IF YOUR ANSWER IS "BRTXNTLBE", YOU MADE THE STUPID MISTAKE OF IDENTIFYING THE LITTLE DOTS IN PICTURE FOUR AS "ANTS", WHICH THEY ARE NOT. ACTUALLY, THEY'RE JUST LITTLE DOTS. AND IF YOU SKIPPED DOING THIS PUZZLE ENTIRELY, YOU SHOWED RARE INTELLIGENCE.

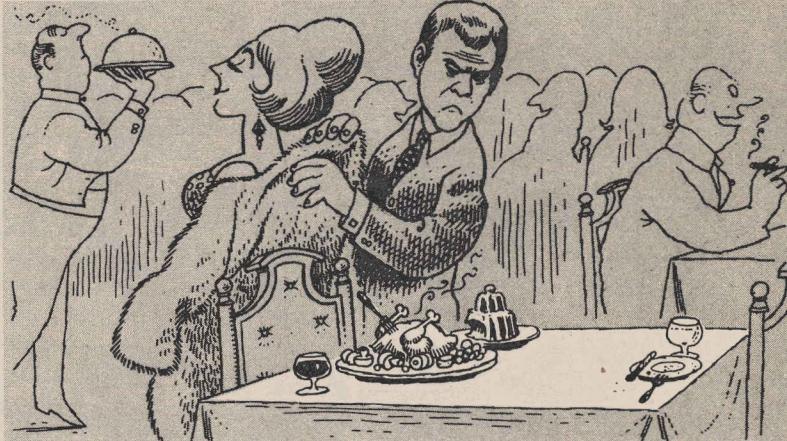
THIS MONTH'S GUEST ART TEACHER IS THE RENOWNED CARICATURIST, IRVING DRUCKER. SOME OF YOU MAY THINK THAT IRVING'S STYLE IS COPIED FROM ANOTHER "DRUCKER" WHO APPEARS ELSEWHERE IN THIS MAGAZINE. ACTUALLY, IT'S THE OTHER WAY AROUND.

Everyone has his "Pet Hate"—and that's good. Blowing off steam about your pet hate makes you feel better. And since MAD's purpose is to make everyone feel

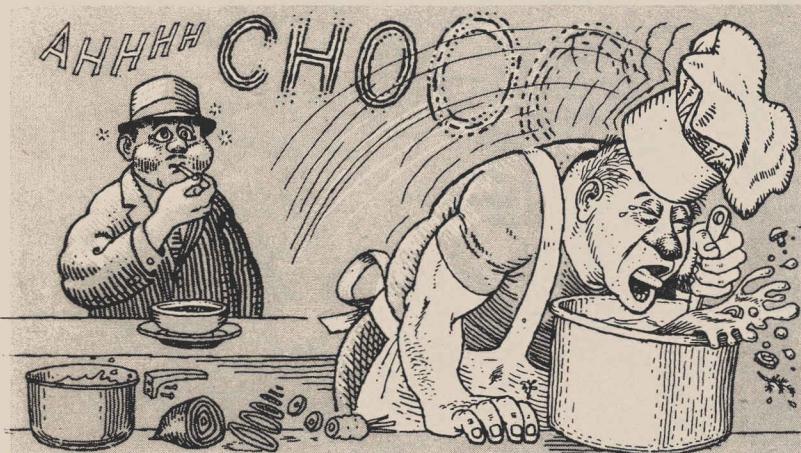
# THE MAD



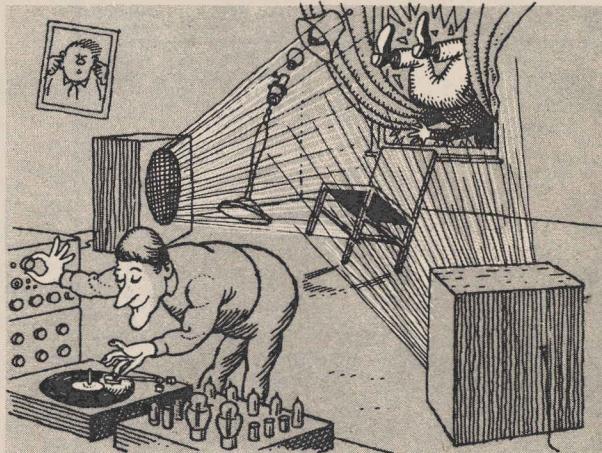
**Don't You Hate** . . . clerks who go to lunch just as you reach their window!



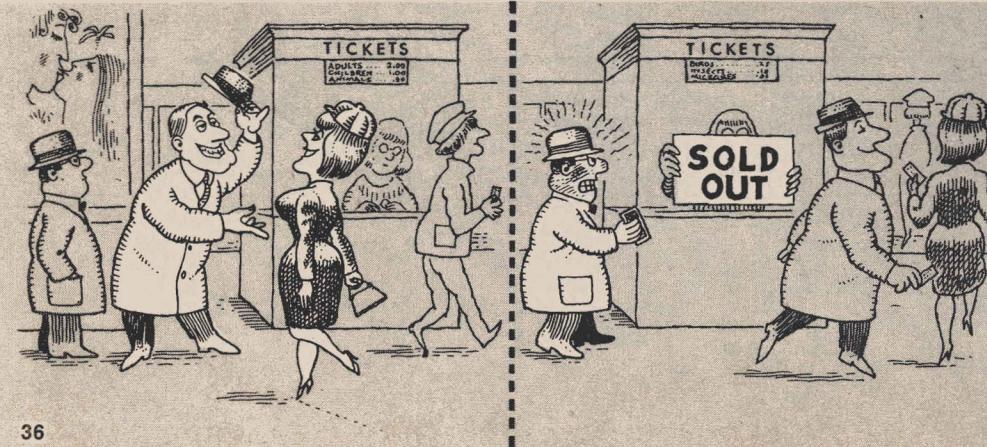
**Don't You Hate** . . . a date who orders the most expensive items on the menu, and then hardly eats anything!



**Don't You Hate** . . . restaurant workers who are so dedicated to their jobs they even come in when they're sick!



**Don't You Hate** . . . retard who play their Hi-Fi sets at concert hall pitch!



**Don't You Hate** . . . meatheads who let other people in ahead of them on a line!



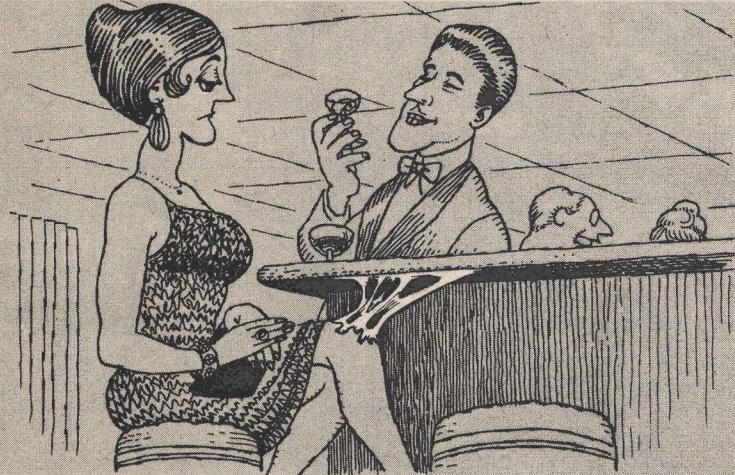
**Don't You Hate** . . . wire hangers!

wonderful, we've decided to present a *whole collection* of pet hates. Now you can blow off steam about more than one, namely any that strike your fancy from . . .



# HATE BOOK

ARTIST & WRITER: AL JAFFEE



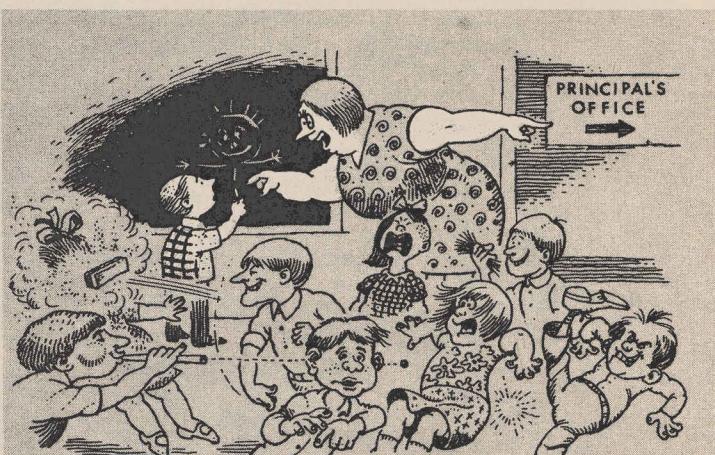
**Don't You Hate . . .** finding carefully hidden chewing gum!



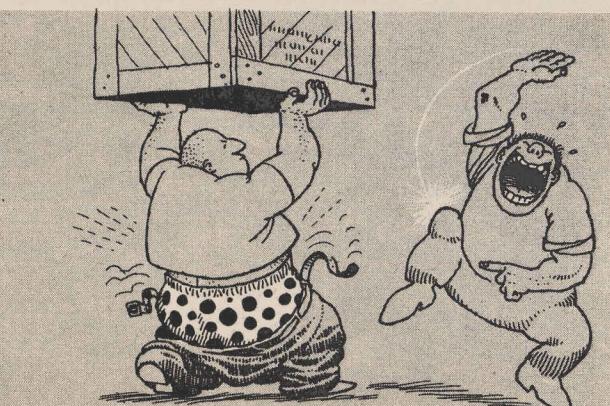
**Don't You Hate . . .** talkative barbers with bad breath!



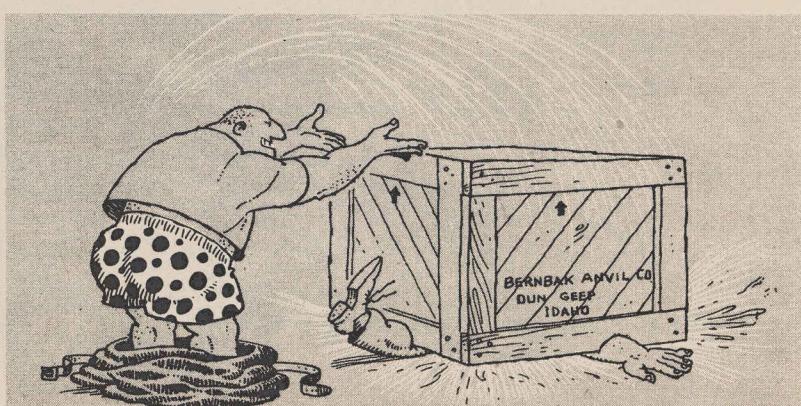
**Don't You Hate . . .** cretins who play brilliant phone games like talking dirty, or asking stupid questions, or laughing, or screaming, etc., and then hanging up!



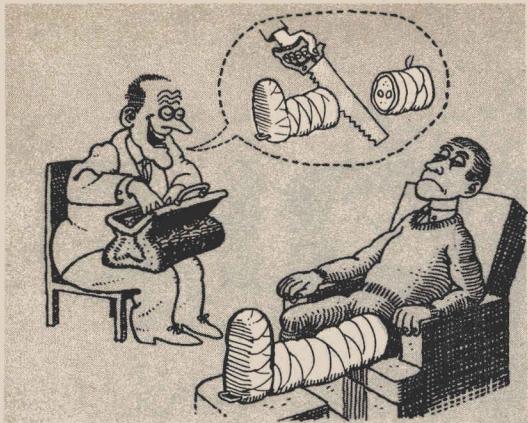
**Don't You Hate . . .** teachers who catch only you . . . when everyone else is misbehaving!



**Don't You Hate . . .** people who find humor in the misfortunes of others!



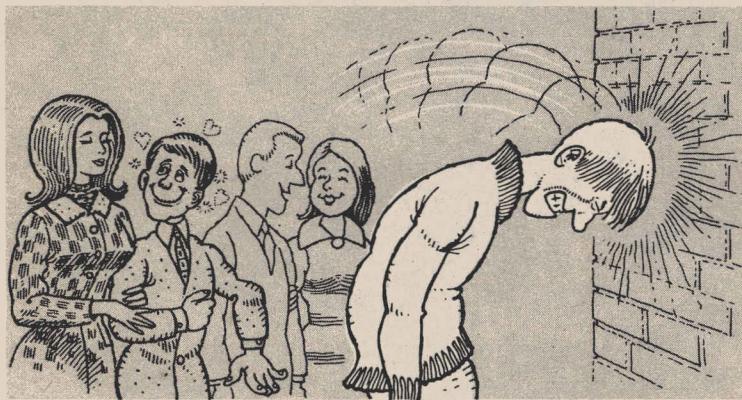
**Don't You Hate . . .** people who can't see the humor of finding humor in the misfortunes of others!



**Don't You Hate** . . . "funny" doctors!



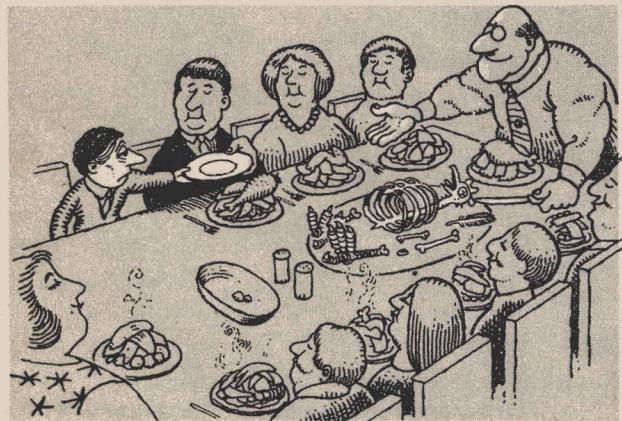
**Don't You Hate** . . . fat slobs who go back and forth to their theatre seats!



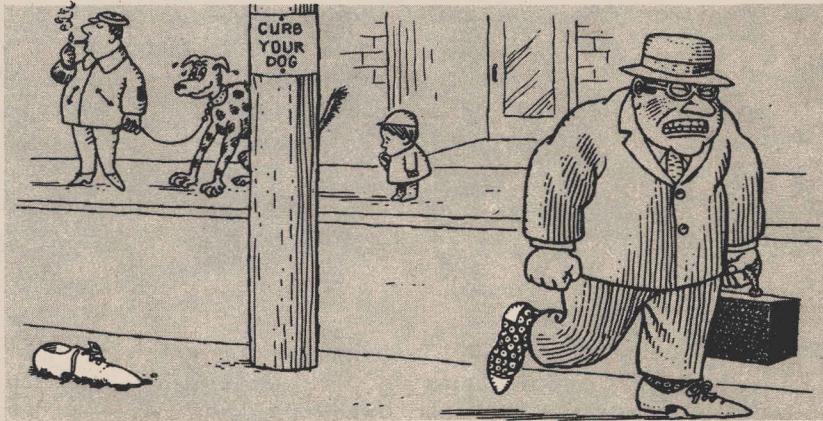
**Don't You Hate** . . . turning down a blind date, and then finding out she looked like Ursula Andress!



**Don't You Hate** . . . stores that are out of the one thing you drove 20 miles to get!



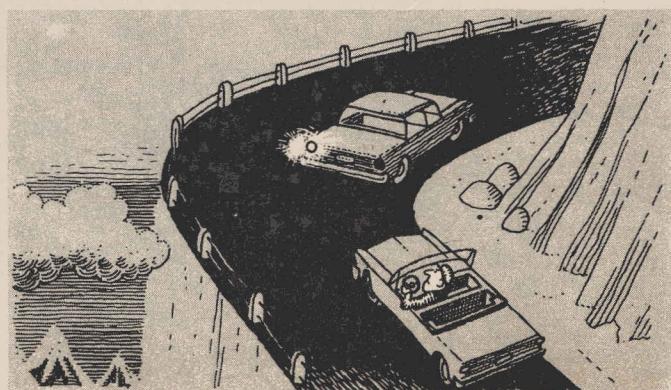
**Don't You Hate** . . . being the last one served!



**Don't You Hate** . . . people who keep enormous dogs in the city!



**Don't You Hate** . . . parents who don't supervise their ill-mannered brats in restaurants!



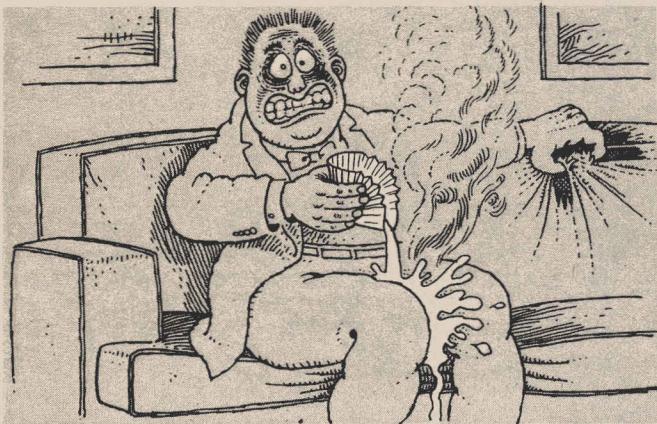
**Don't You Hate** . . . idiots who signal a left . . . and then make a right turn!



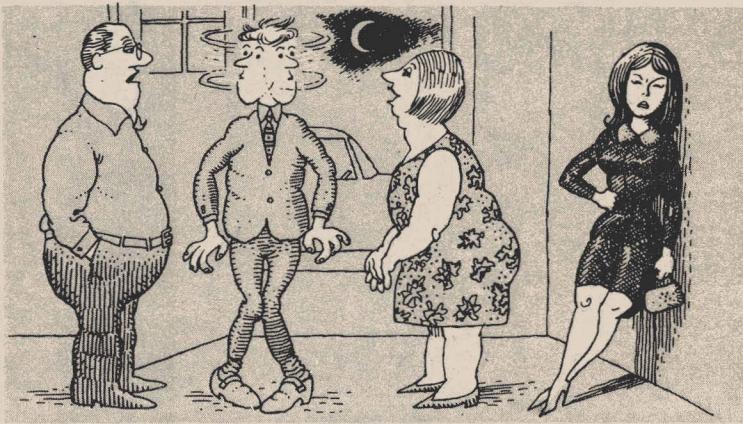
**Don't You Hate** . . . finding lipstick smears on your glass, and it's not your color!



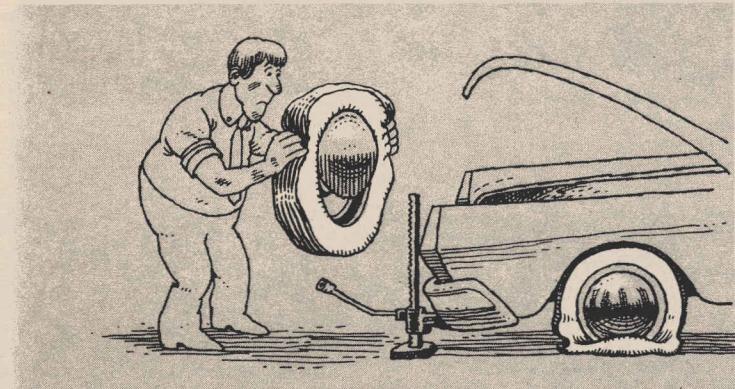
**Don't You Hate** . . . morons who leave burning cigarettes on the edges of tables and desks!



**Don't You Hate** . . . hot drinks served in paper cups!



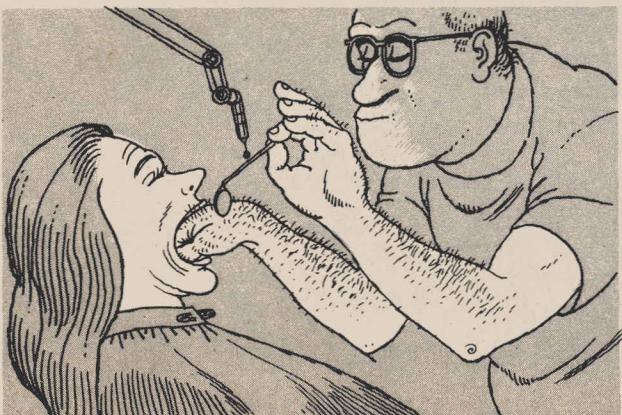
**Don't You Hate** . . . parents who cross-examine your date!



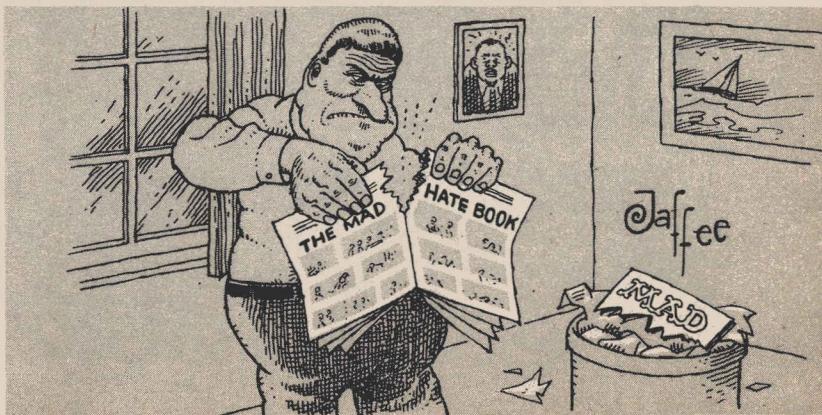
**Don't You Hate** . . . spare tires that are flatter than the one you're changing!



**Don't You Hate** . . . people who get sick to their stomach in crowded places!



**Don't You Hate** . . . dentists with hairy arms!



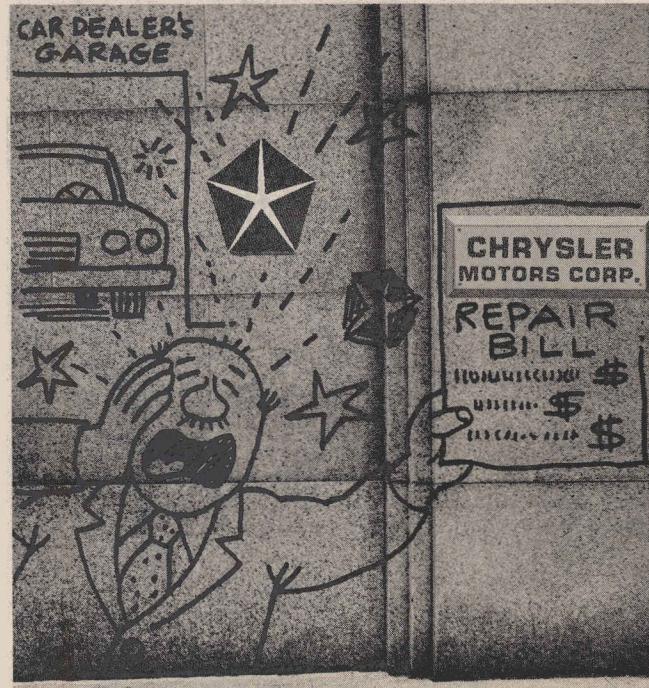
**Don't You Hate** . . . magazines that print articles like this!



## THE BRANDWRITING IS ON THE WALL DEPT.

Spray cans and magic markers are changing the face of America. Every day, new bits of irreverence are added to trains, buses, buildings and any other available public surface. Back in MAD #169, we shuddered to think of what might happen if those Graffiti Rascals ever started attacking that

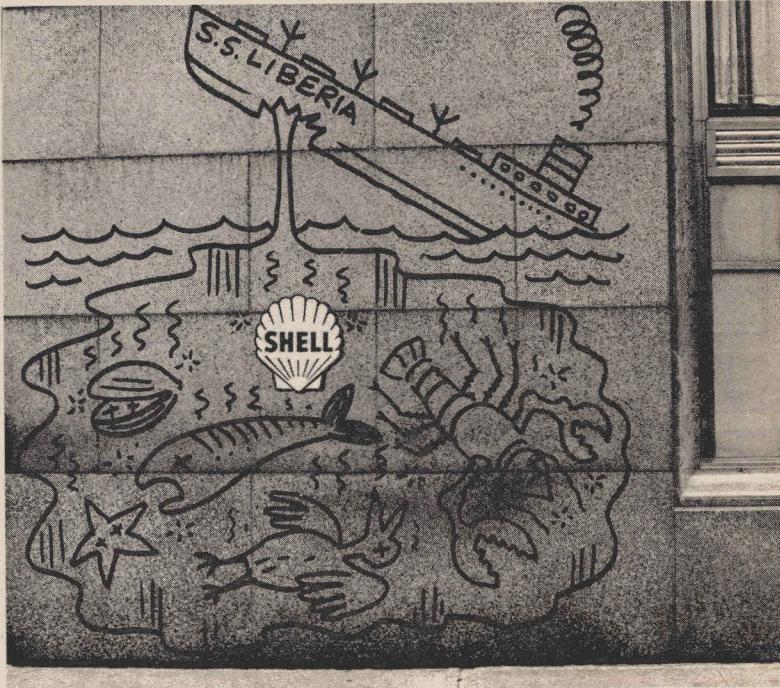
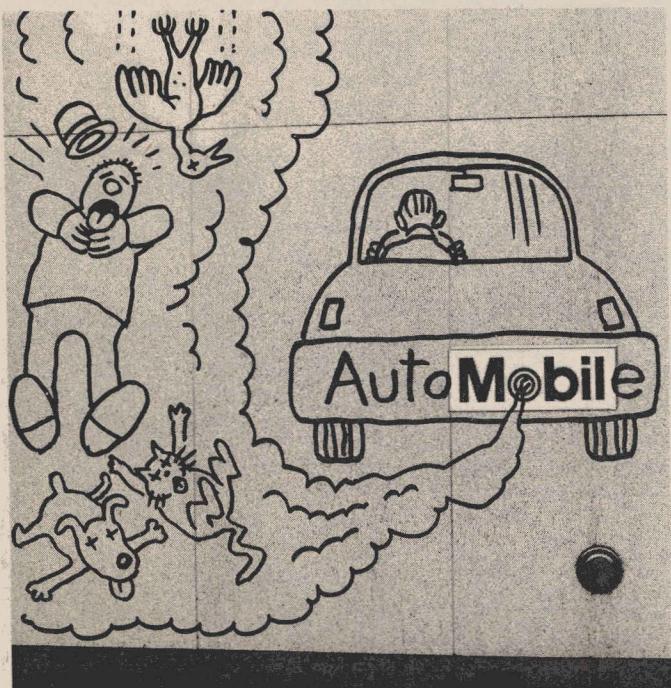
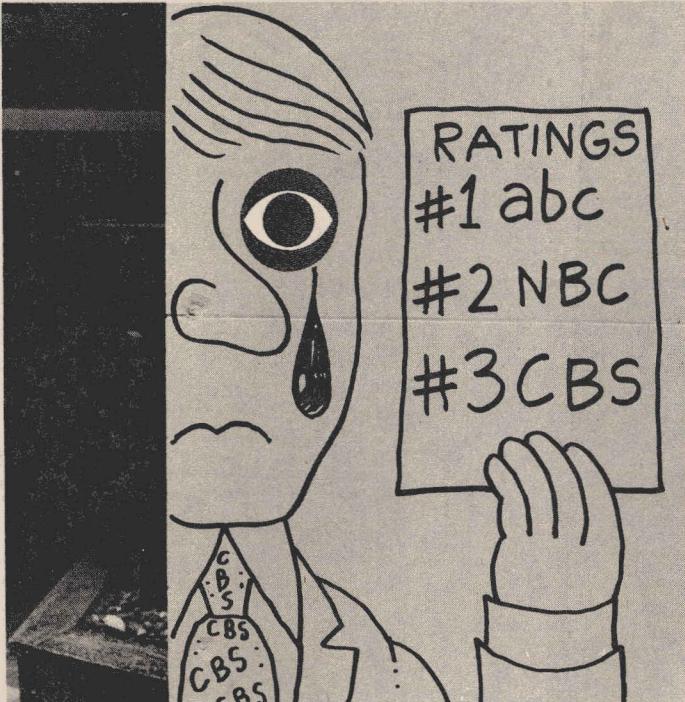
# TRADEMAR



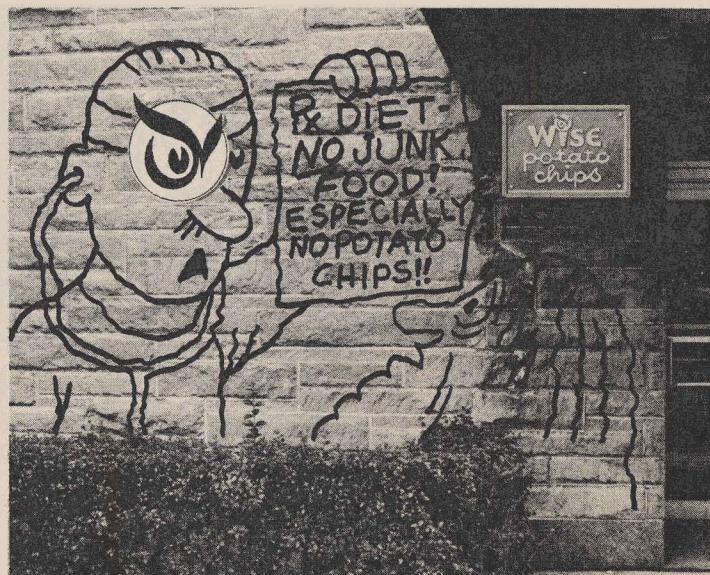
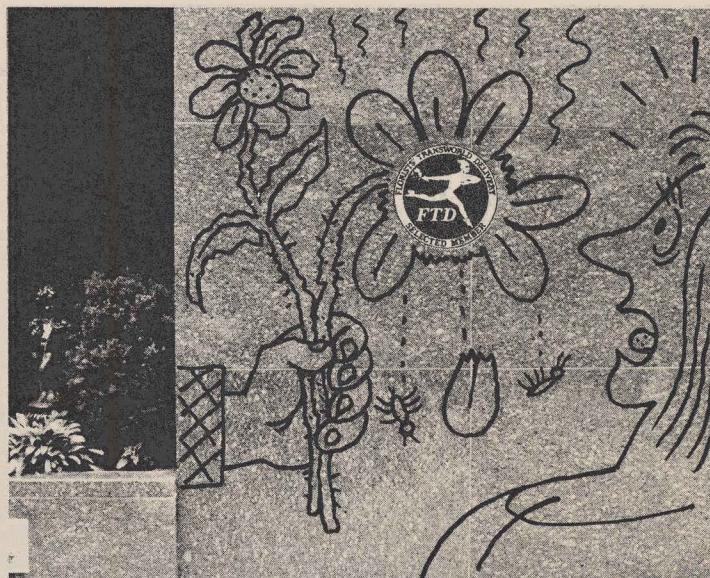
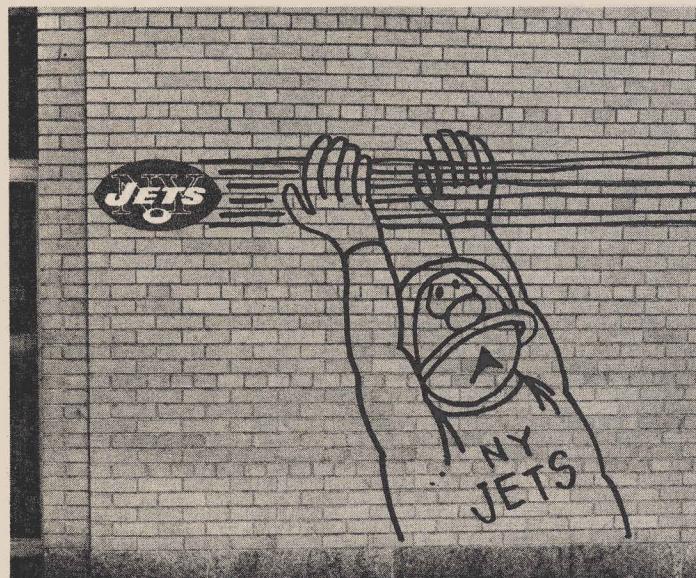
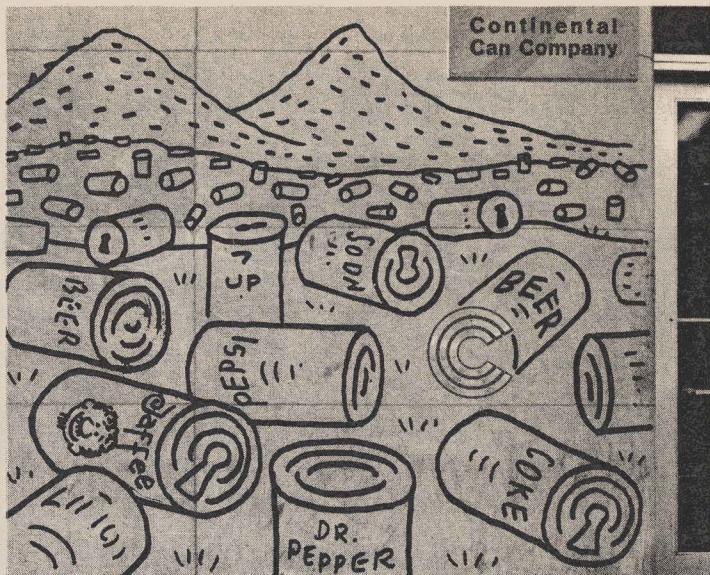
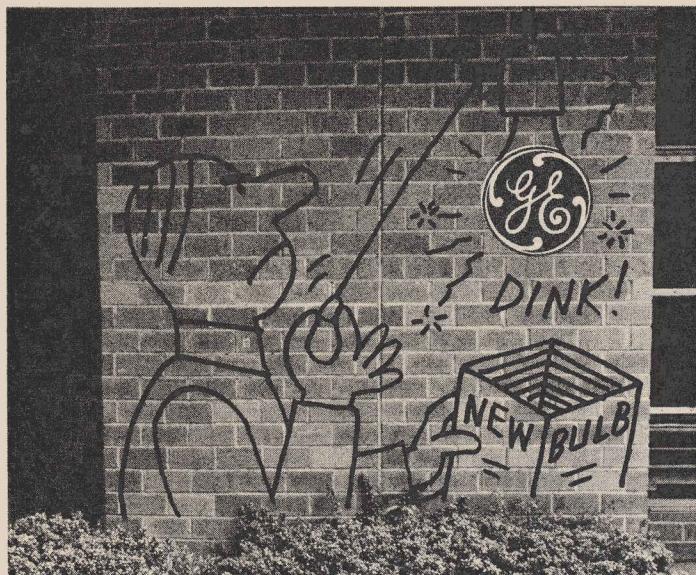
holy of holies, the Corporate Signature, with verbal comments. Now, we're back with the work of one special Graffiti Rascal . . . namely, Al Jaffee . . . and his attacks on some Corporate Signatures in his own inimitable style of *visual* comments. So here we go with a MAD Artist's contribution to

# K GRAFFITI

ARTIST & WRITER: AL JAFFEE



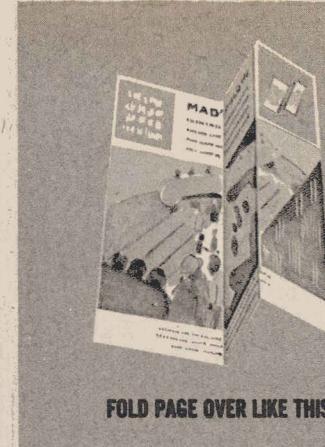
PHOTOS BY: JIM RUTH



WHAT IS  
BECOMING  
A MOST  
DISTURBING  
POLITICAL  
ARGUMENT  
THESE DAYS?

## HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

The art of political persuasion has changed dramatically in recent years. To learn the most upsetting current technique, fold in the page as shown.



A►

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"

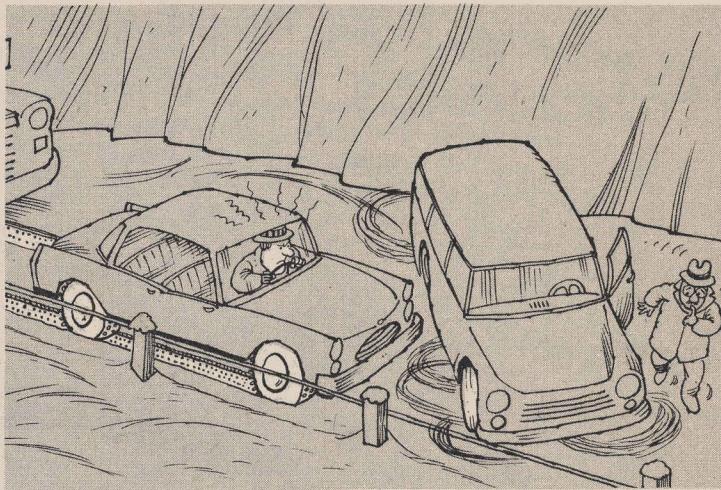
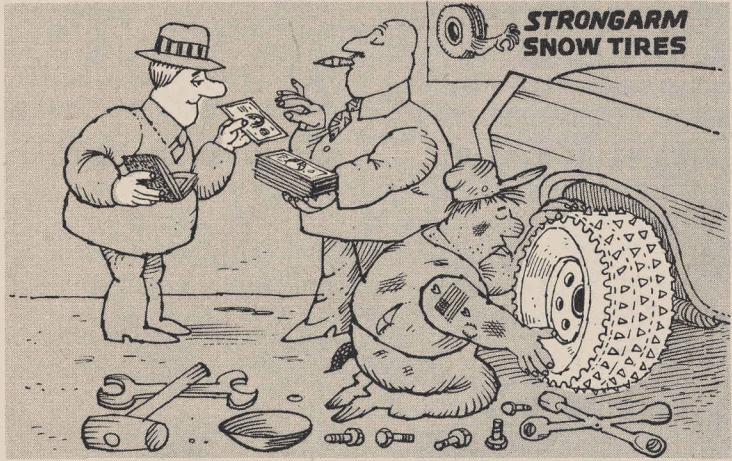


TERRITORIAL BICKERINGS MAY AMUSE THE HUMORIST  
BUT THEY ARE NO LAUGHING MATTER WHEN  
TACKLED BY ZEALOUS PARTICIPANTS IN POLITICS

**MISFORTUNE KOKIE DEPT.**

It always happens! You plot and you plan and you work to carve out a perfect little life for yourself. But no matter how carefully you look before you leap, and save

# Don't You Feel Like



**DON'T YOU FEEL LIKE A SCHMUCK ...**

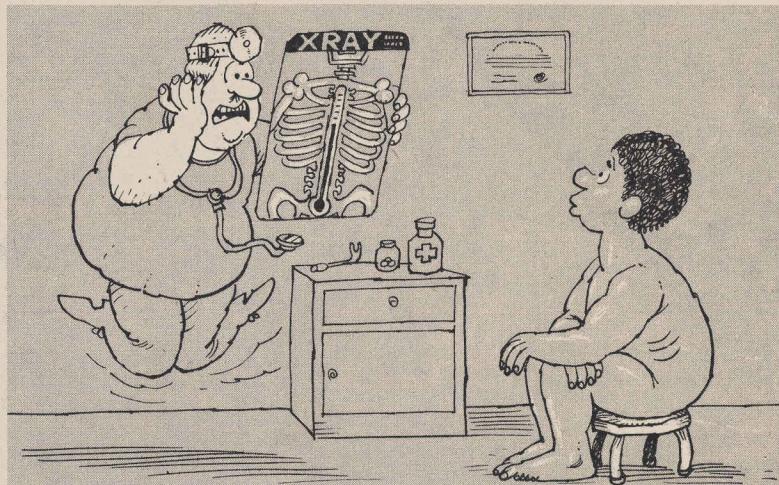
... preparing for winter with the best snow tires money can buy ...

... and winding up stuck behind a guy who didn't!



**DON'T YOU FEEL LIKE A SCHMUCK ...**

... eating fish to cut down on cholesterol ...



... and accumulating enough mercury in your system to kill a whale!



**DON'T YOU FEEL LIKE A SCHMUCK ...**

44 ... putting on an expensive exotic perfume ...

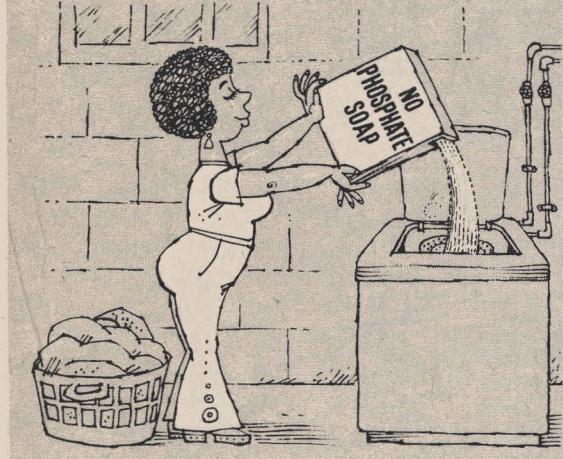


... and the person you're spending the evening with smells like a goat!

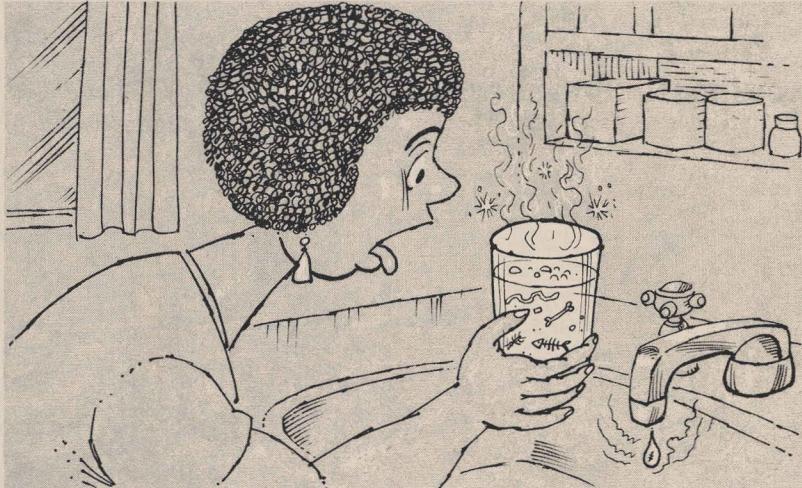
for a rainy day, some event—completely beyond your control—brings the whole scheme tumbling down. And as you sit there in the rubble and ruin of your best-laid plans—

# Be A Schmuck?!

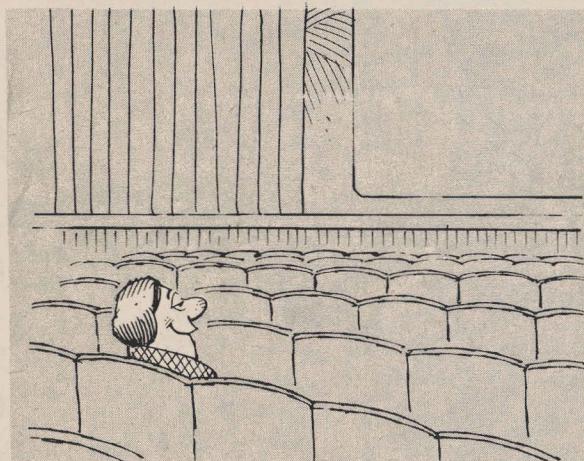
ARTIST & WRITER: AL JAFFEE



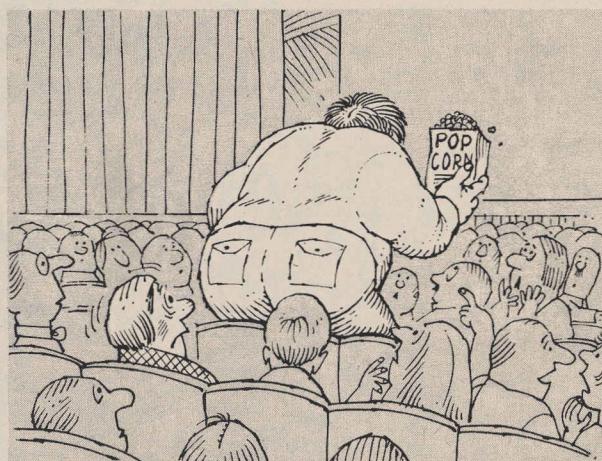
**DON'T YOU FEEL LIKE A SCHMUCK ...**  
... obeying your County's anti-pollution laws ...



... when your water comes from another County with no such laws!



**DON'T YOU FEEL LIKE A SCHMUCK ...**  
... getting to the theater early to get a good seat ...



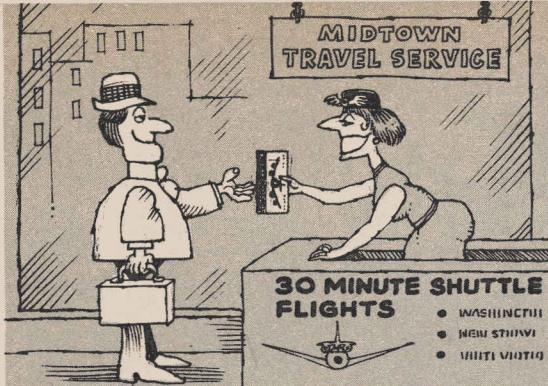
... and at the last minute, an eight-foot giant picks the only empty seat left ... the one directly in front of you!



**DON'T YOU FEEL LIKE A SCHMUCK ...**  
... doing all you can do to avoid catching a cold ...

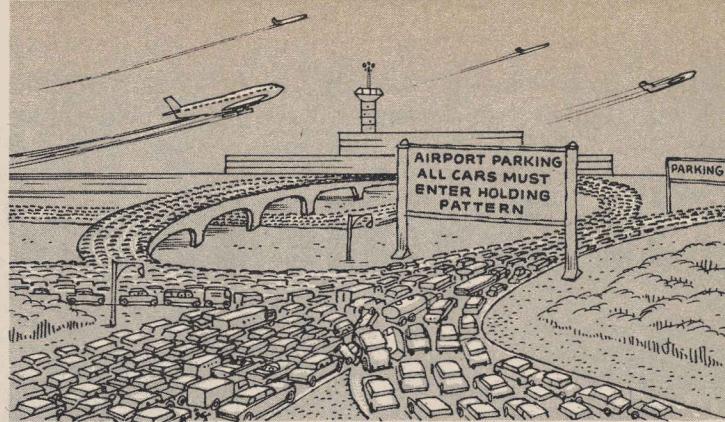


... and some careless, sick slob coughs right in your face!

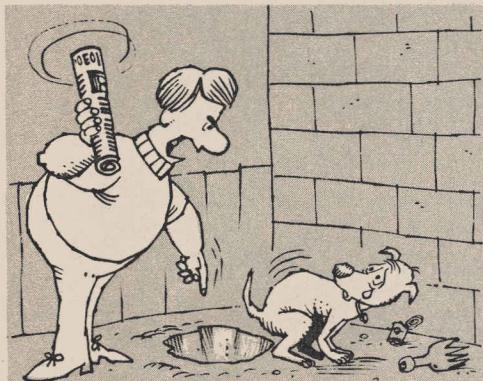


**DON'T YOU FEEL LIKE A SCHMUCK ...**

... paying a fortune to fly in order to save time ...



... and spending the time you save in an airport traffic jam!

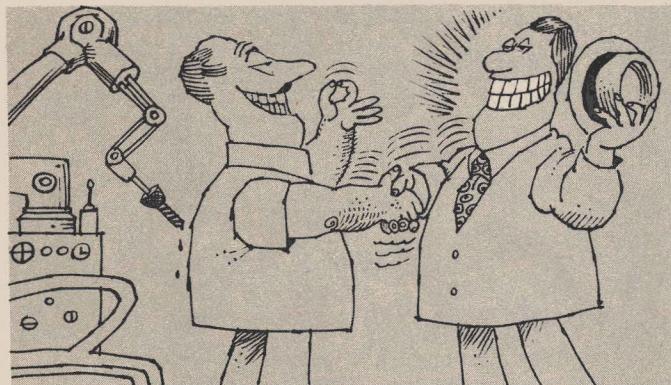


**DON'T YOU FEEL LIKE A SCHMUCK ...**

... spending months, training your dog to "go" in one special out-of-the-way spot ...



... while your neighbor lets his dog loose to "go" wherever it pleases!

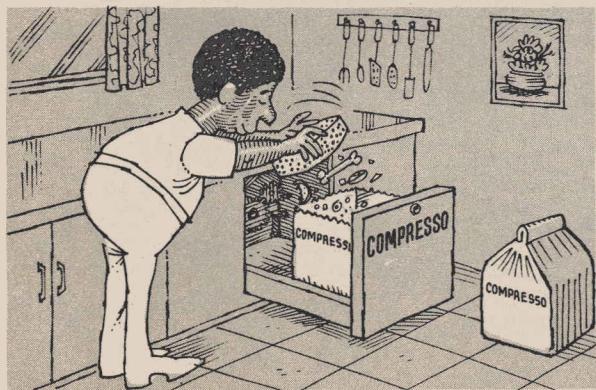


**DON'T YOU FEEL LIKE A SCHMUCK ...**

... taking perfect care of your teeth for thirty-three years ...

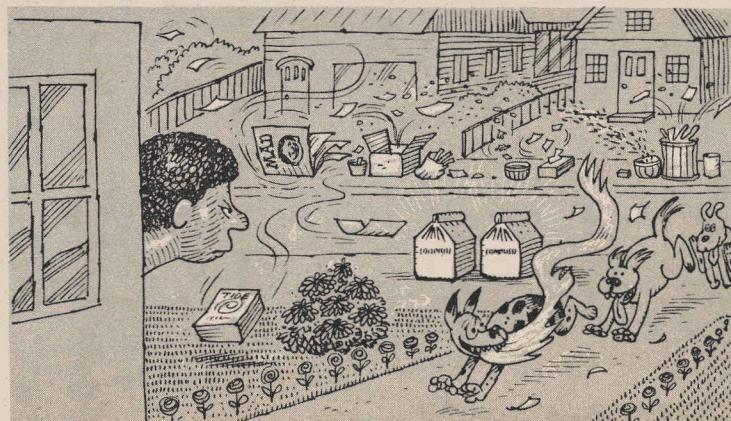


... and blowing it all on one stupid barroom argument!

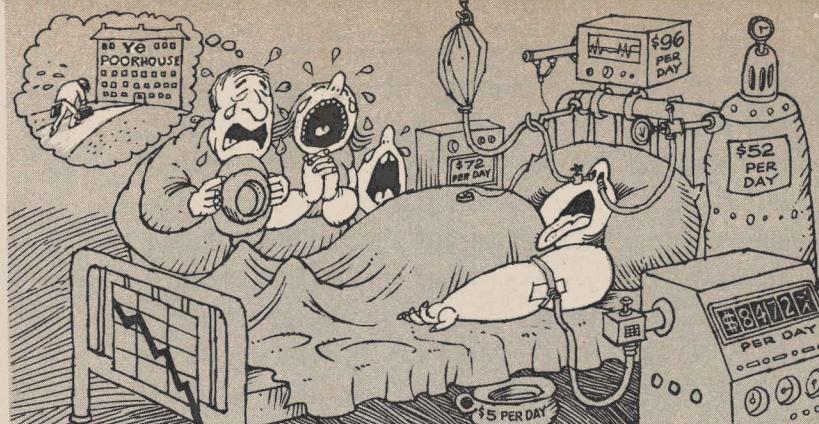
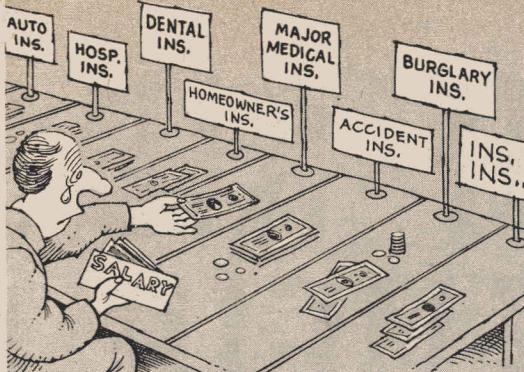


**DON'T YOU FEEL LIKE A SCHMUCK ...**

... compressing your garbage into neat little packs ...



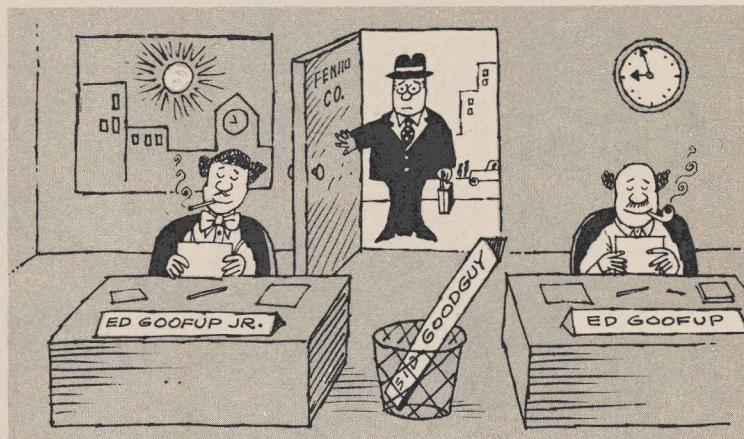
... and the neighbors' loose stuff ends up all over your lawn!



DON'T YOU FEEL LIKE A SCHMUCK . . .

... making sure you're insured to the hilt . . .

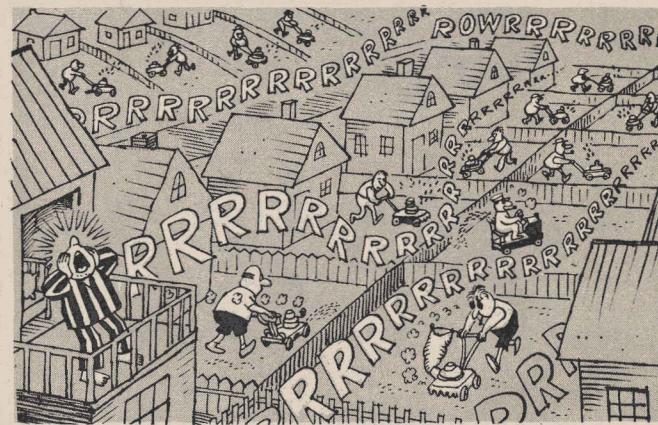
... and your *uninsured* Mother-in-Law's 14-month illness wipes you out!



**DON'T YOU FEEL LIKE A SCHMUCK . . .**

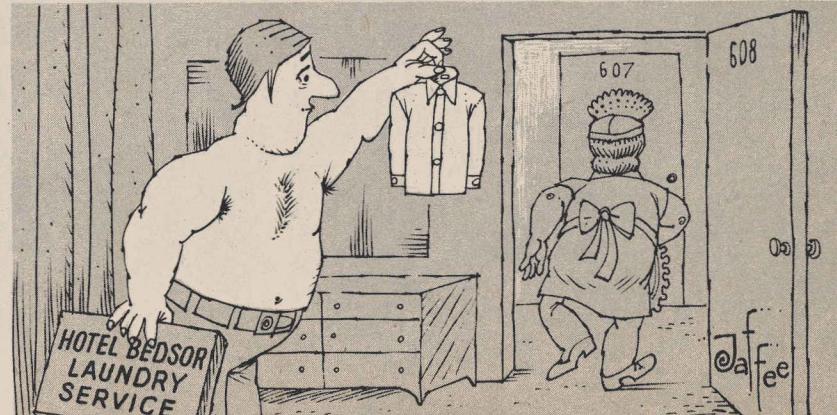
... coaching, advising and helping your fellow worker for years, because he's sending his son through college ...

... and the kid finally graduates ... right into your job!



**DON'T YOU FEEL LIKE A SCHMUCK . . .**

... moving to the country to escape the sounds of the city . . . . . without first checking out the sounds of the country!

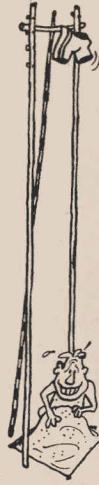


**DON'T YOU FEEL LIKE A SCHMUCK . . .**

... buying a new garment with a special washing instruction label sewn right into the lining ...

... and the first moron who launders it completely ignores the label!

## THEY DREW WHAT THEY WANTED DEPT.



We at MAD feel that the designs of today's Christmas toys reflect our warped adult sense of values. We at MAD also feel that the success of today's Christmas toys exposes our basic insecurity as parents trying to buy the love of our children with material things. But mainly, we at MAD feel too cheap to spend that money on our kids! So here is our idea: Instead of nuclear physicists designing complicated costly toys, why not let kids design them? Children's drawings show simple, beautiful, joyous viewpoints that no grown-up can hope to capture. Here, then, is what we would be seeing . . .

# IF KIDS THEIR OWN

STORY AND MODELS BY AL JAFFEE

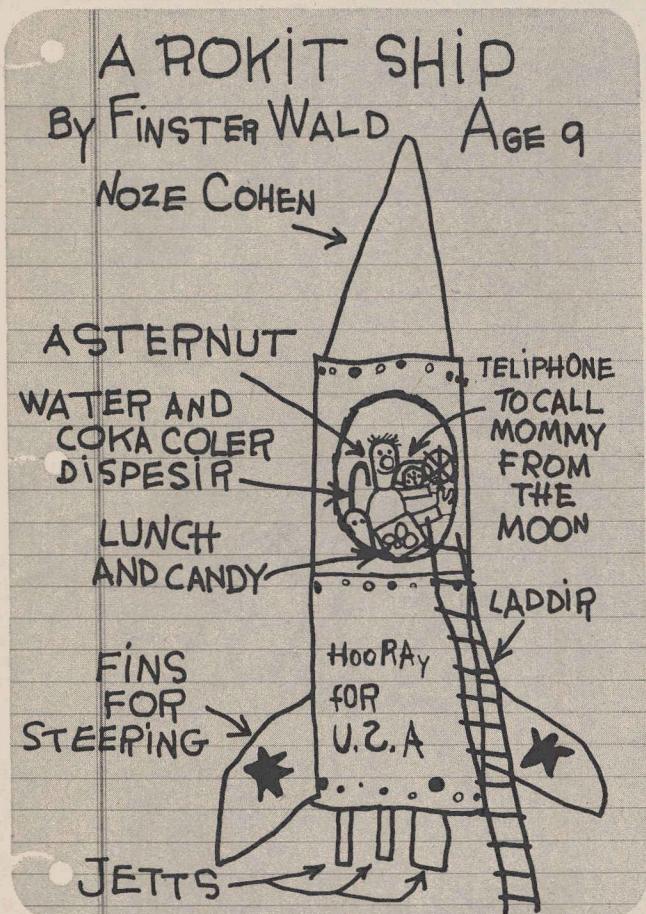
## A PRETTY DOLLY



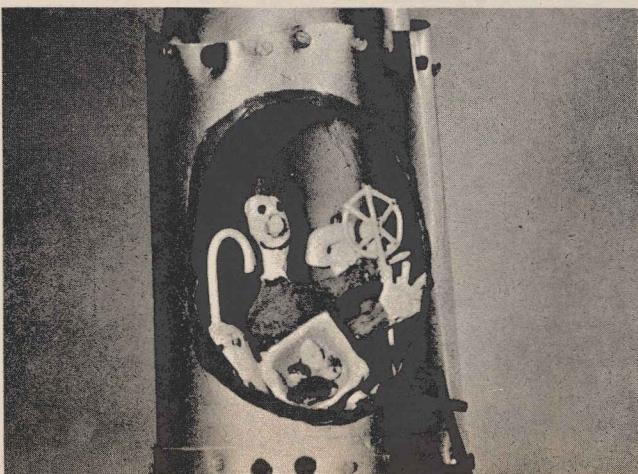
Dolls have become so complicated and realistic today, they're almost human. But little girls don't want human dolls. If you don't believe it, watch how little girls torture baby brothers or sisters. We interrupted little Karen Shmutz while she was sticking her finger down her baby brother's throat, and asked her to design this doll.

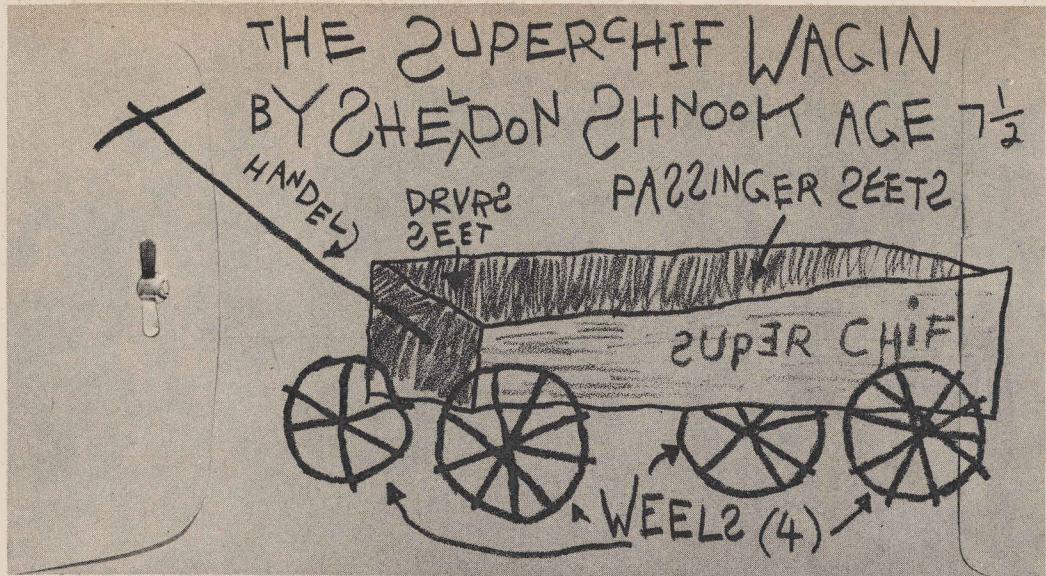
# DESIGNED TOYS BY KIDS FOR XMAS

PHOTOS BY LESTER KRAUSS

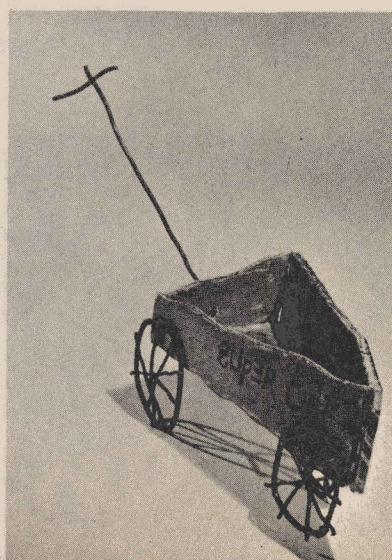
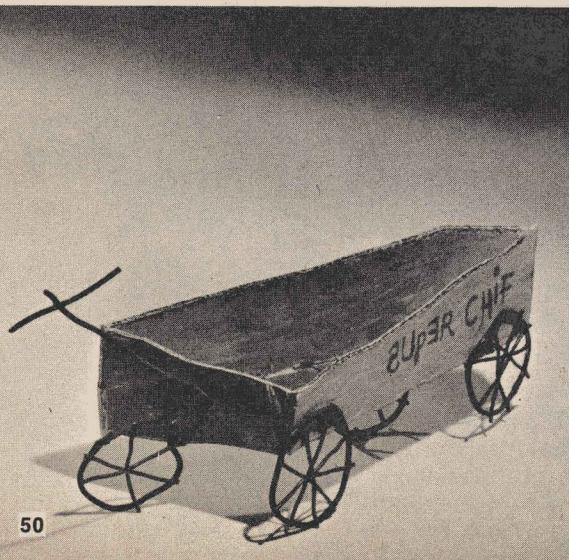
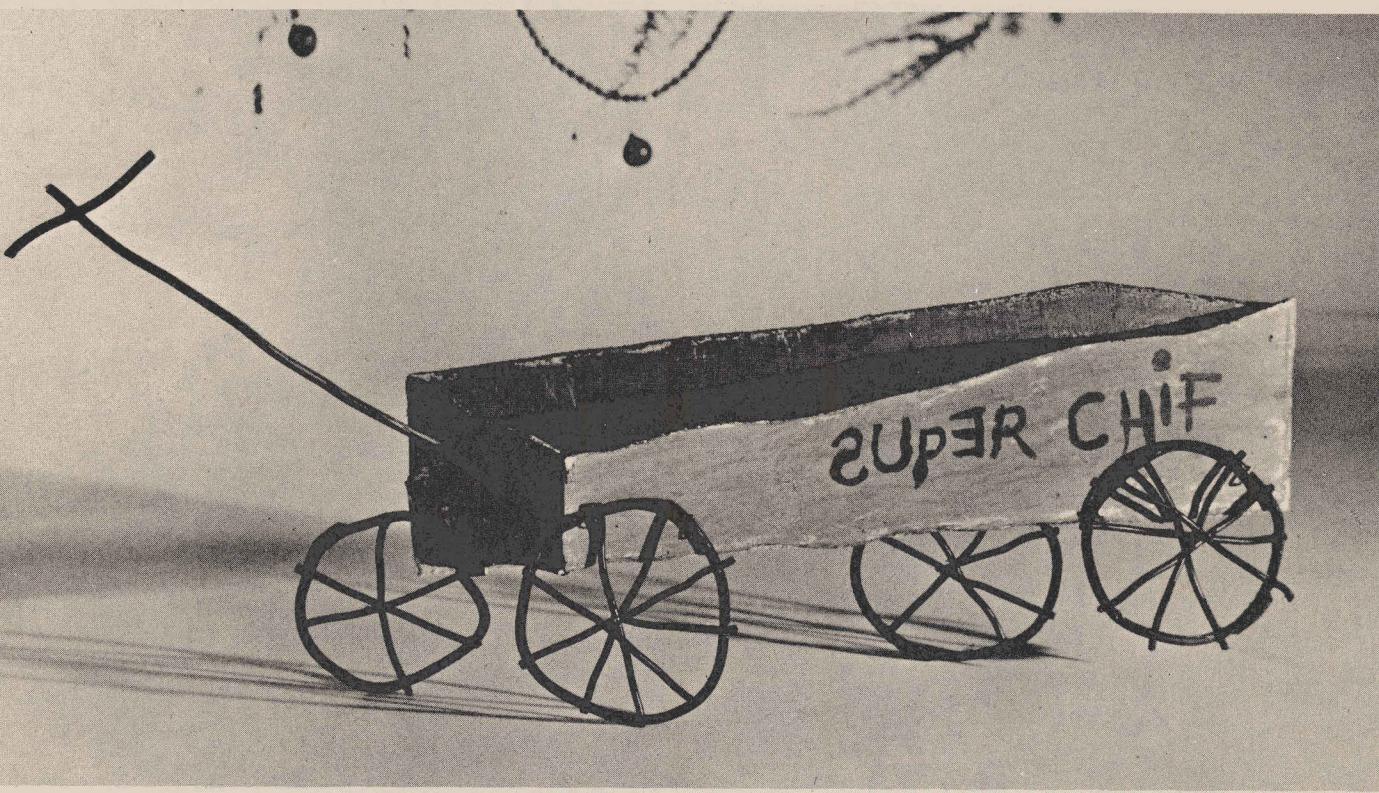
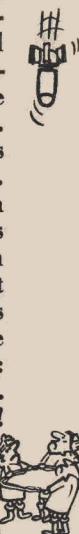


Nine year old Finster Wald's design for a rocket ship seems far more interesting to us than the realistic ones turned out by aero-space scientists working for toy companies. And it probably works as well as the ones these guys designed for the U.S. space effort before they left to go to work for the toy companies.



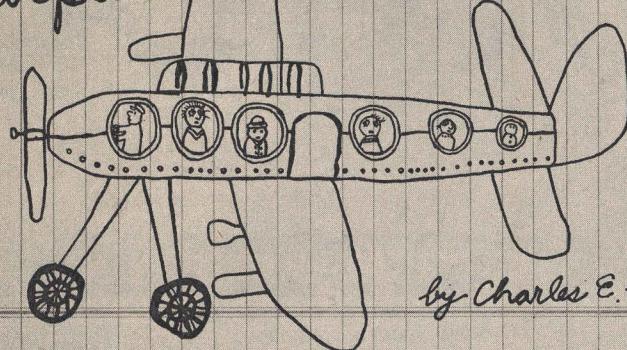


Notice the brilliant new concepts that 7-and-one-half year old Sheldon Shnook's wagon introduces to the toymaker's art . . . brilliant new concepts like crooked sides . . . wheels that won't turn . . . and perspectives that haven't even been discovered yet! But Sheldon's wagon has one thing that no one can take away from it: its inner beauty . . . namely, its low price!

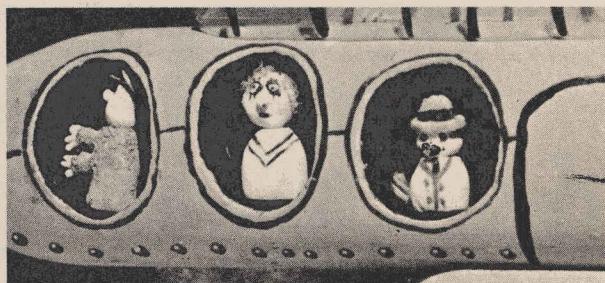
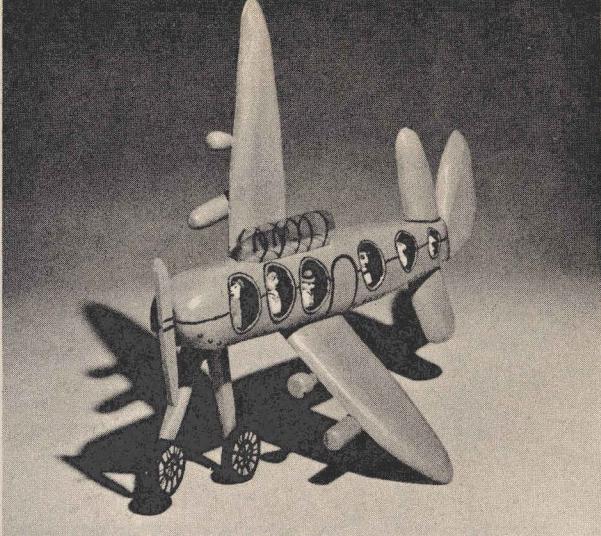


~~A Jet Air~~  
Airplane

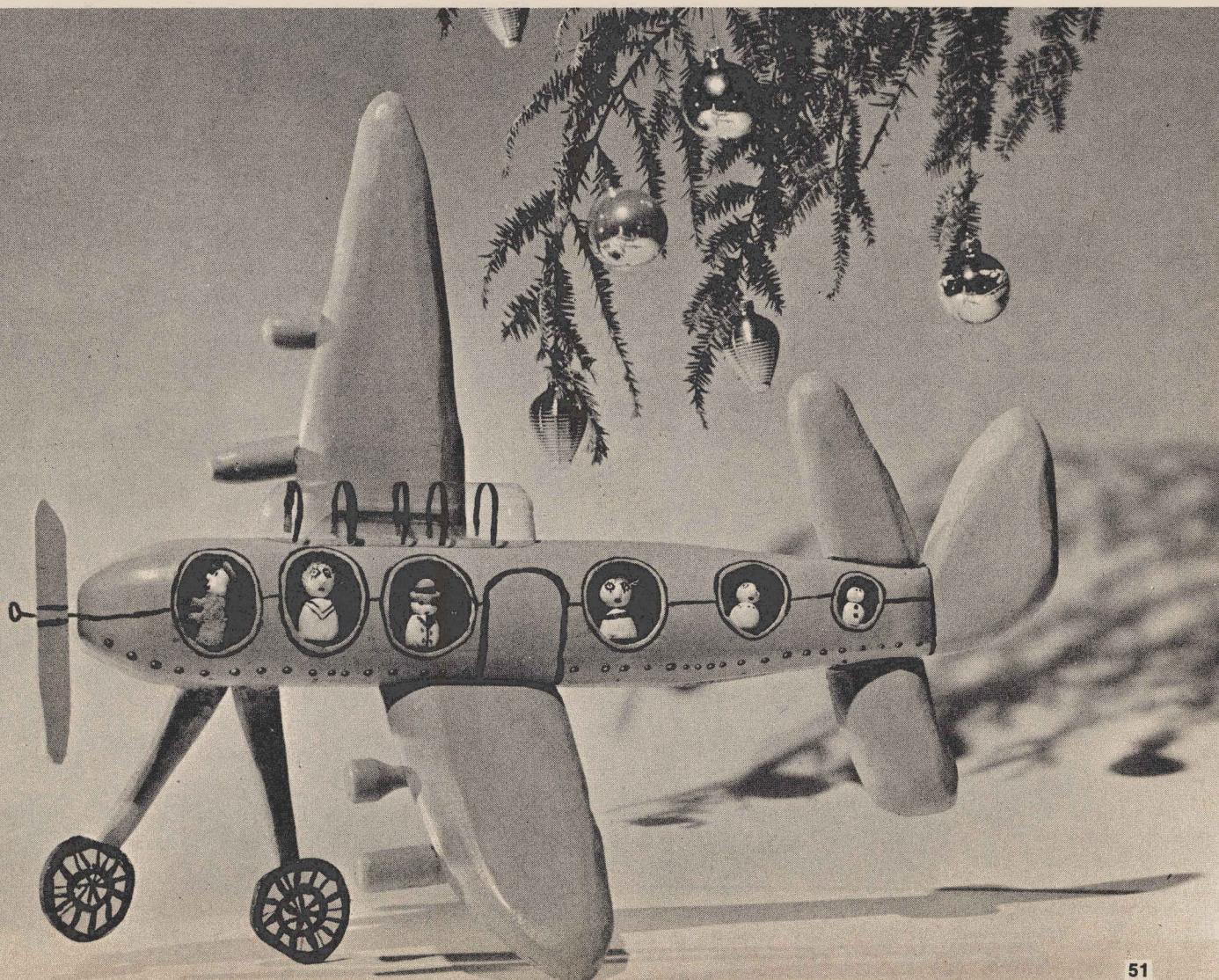
by Charles E. Gidrook  
Age 10 years and  
2 months



by Charles E. Gidrook



Charlie misses nothing when he sees a jet airplane. Of course, he misses plenty when he draws one . . . but we think it's grand anyway. His attention to detail is enchanting. It's also a bit cockeyed, but that's okay because we're hoping some forward-looking toy company will manufacture Charlie's plane and he'll make enough money on royalties to afford the glasses he needs.

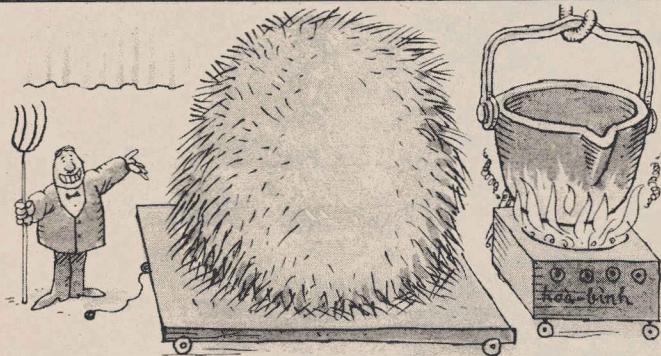


# THE MAD BO & OTHER D

ARTIST &amp; WRITER

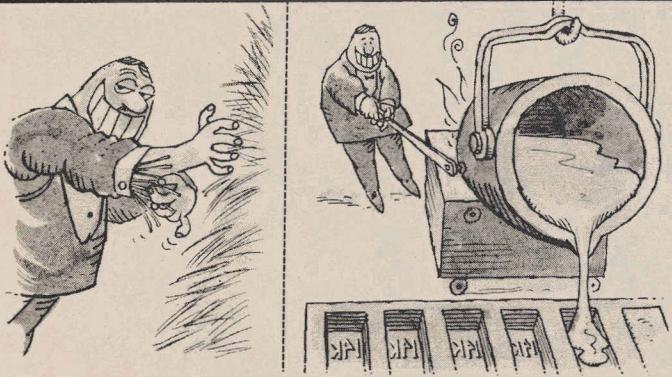


## THE GLITTERING "100 LBS. OF GOLD FROM A PILE OF STRAW" TRICK



For thousands of years, Man has dreamt of turning straw into gold. So you can imagine an audience's surprise when you announce that this is exactly what you intend to do! Then you wheel a huge pile of straw on stage, grab a handful, and pass it among the onlookers. They, of course, are convinced that the straw is indeed straw. At this point, you take a pitchfork and begin to pile the straw into an intensely-heated cauldron. As the straw "cooks", you make all kinds of weird incantations. Then, at the right moment, you dash to the cauldron and, right before your audience's dazzled eyes, proceed to pour out 100 pounds of molten gold. (To really put a clincher on this trick, it may be effective to have available a certified and impartial assayer to testify to the gold's purity.)

## HOW THE TRICK IS DONE



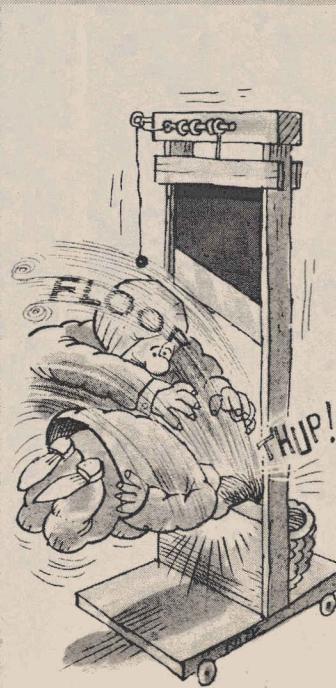
This is another example of the importance of sleight of hand to the magician. The whole trick hinges on how you pass the handful of straw among the onlookers. This is where sleight of hand comes in. This "real straw" must be brought from your sleeve, since all the straw in the pile is "phony straw". It is actually 100 lbs. of fine pure gold wire, which merely melts down when it is pitched into the intensely-heated cauldron. Could anything be simpler?

## THE GREAT BUMBLEONI

The Booking Agent is coming over to see our new trick, Charlie—but I'm still not happy with the timing!

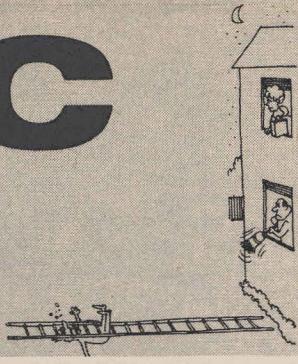


When I wheel the guillotine out, I want you to be stage left, facing the audience!



# BOOK OF MAGIC DIRTY TRICKS

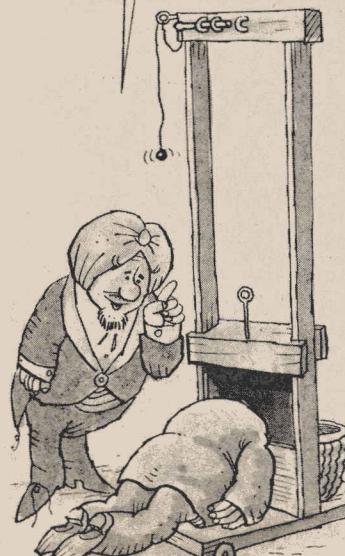
AL JAFFEE



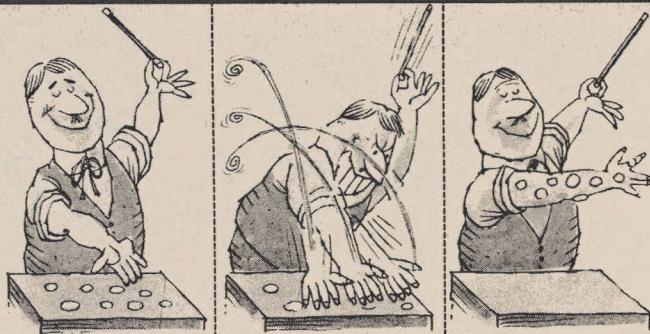
Then, after I chop your head off, don't be in such a hurry to get up! Let the audience sweat for a while! It adds to the dramatic effect!



That's much better, Charlie!

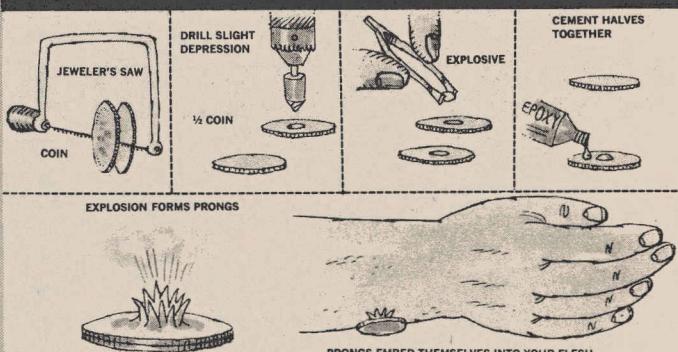


## THE ASTONISHING "MAGNETIC COINS" TRICK



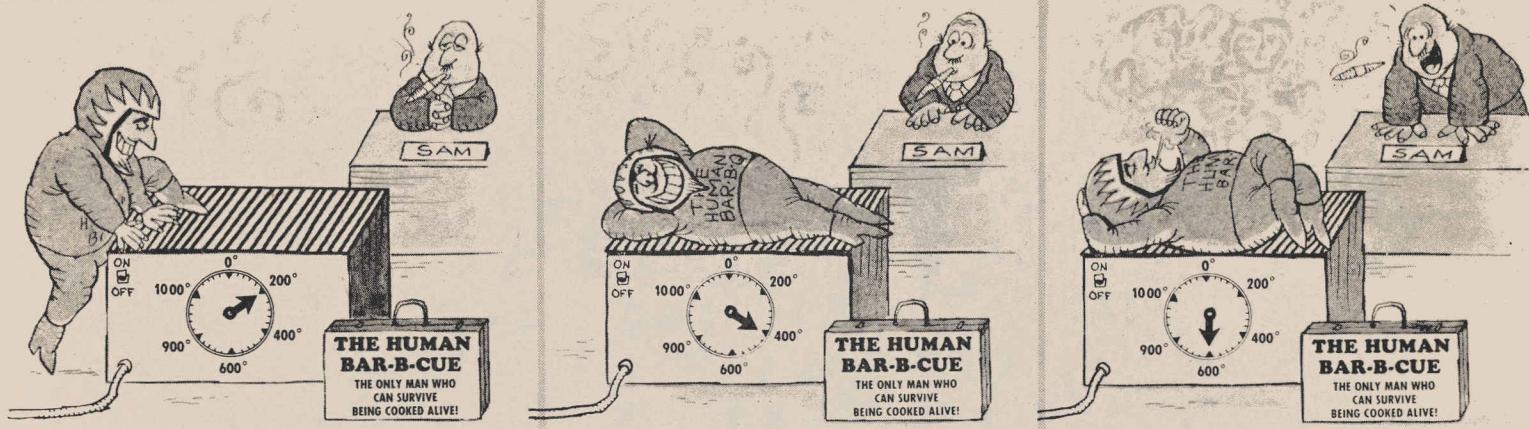
Place a number of coins on a table and tell your audience that by merely waving your magic wand, you will invest them with strange, magnetic properties. Then, rolling up your sleeves as if preparing for some hard work, start waving your wand while shouting, "Hocus Pocus, Jimminy Ocus! Coins Become Magnetic!" and suddenly begin to slap at the coins violently with palms, wrists, arms, elbows, and any other exposed part of your body. To everyone's amazement, the coins will magically stick to you as if completely magnetized.

## HOW THE TRICK IS DONE

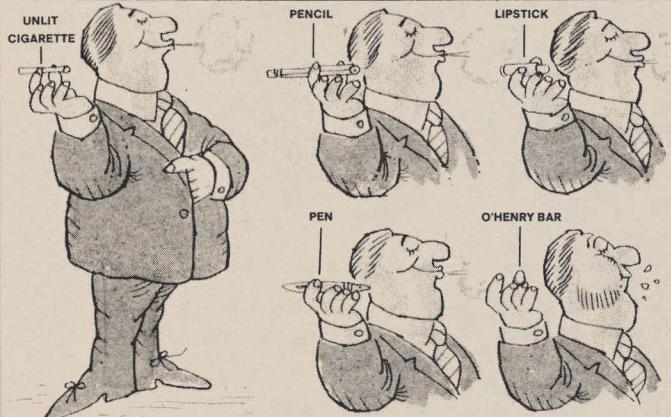


Naturally, this trick would be impossible without special preparation. In this case, it is the coins. Although they appear to be quite normal, they are in fact very clever and complicated little mechanisms. They are constructed by sawing ordinary coins in half and placing tiny explosives inside. Then the two halves are joined again with epoxy. A sharp blow is all that is required to set off the explosive. Thus, when you slap the coins, the explosions occur—and ragged, jagged metal prongs are formed which penetrate the flesh, jamming the coins against it and giving the effect and appearance of "magnetization". (Incidentally, there is no need to worry about any telltale flowing of blood. The jamming effect of the prongs seals the blood in. It is only later . . . when you are safely backstage and you rip the coins out of your flesh that you must be prepared with tourniquets, bandages, iodine, plasma, etc.)

## SAM THE AGENT IN "THE HOTTEST TRICK IN TOWN"

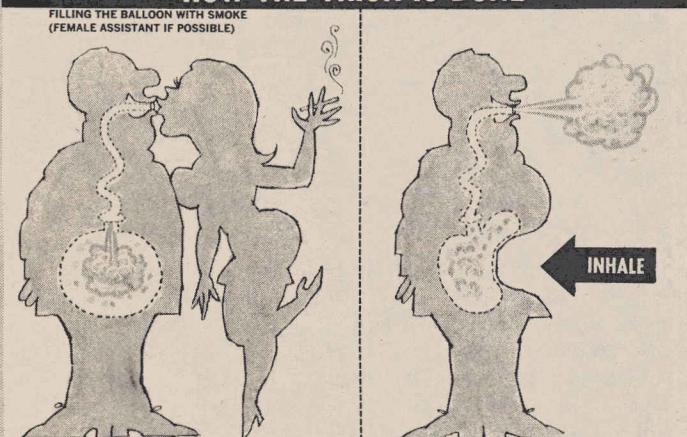


### THE PERPLEXING "ETERNAL UNLIT CIGARETTE" TRICK



You announce to the audience that you have developed a magic way to eliminate the cost of smoking. You do it, you say, simply by drawing smoke from an "unlit" cigarette. Naturally, everyone will laugh, whereupon you take a cigarette from anyone in the audience and proceed to inhale and exhale smoke from it without lighting it. (For an added touch of humor, you can also do this with a pencil, your magic wand, a lipstick, a ball-point pen or an O'Henry bar.)

### HOW THE TRICK IS DONE



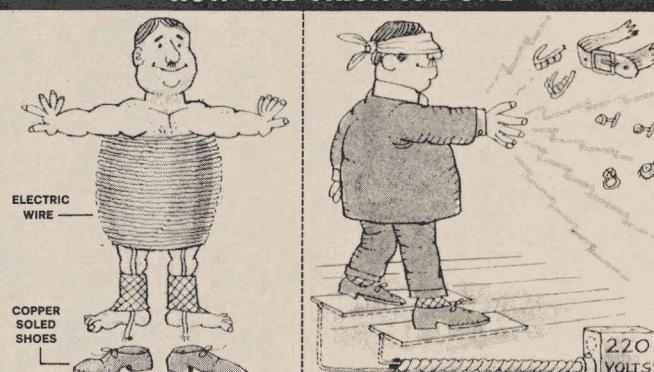
Before the show, you swallow a balloon with a long tube attached. Just prior to your performance, have someone fill the balloon in your stomach with smoke by blowing it into your mouth. Bite down on the tube to keep the smoke from escaping while you are talking. To explain the clenched teeth, tell your audience you're doing an imitation of "Kirk Douglas". Then, all you need to do to produce a puff of smoke is suck in your belly, which squeezes the balloon.

### THE "FINDING A NEEDLE IN A HAYSTACK" TRICK

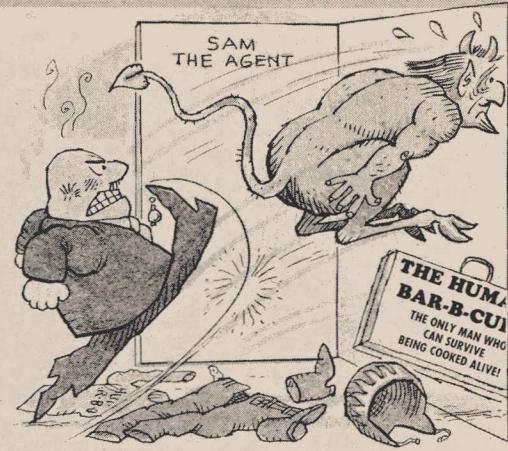


You appear on stage with a huge haystack. Requesting a volunteer from the audience, you ask him to blindfold you. Then, taking an ordinary needle from your lapel, you have him hide it anywhere he likes in the haystack. You then announce to your audience that you intend to recover the needle in exactly two seconds. To the utter consternation of all, you plunge your hand into the haystack, and quickly remove the needle, holding it aloft to deafening applause.

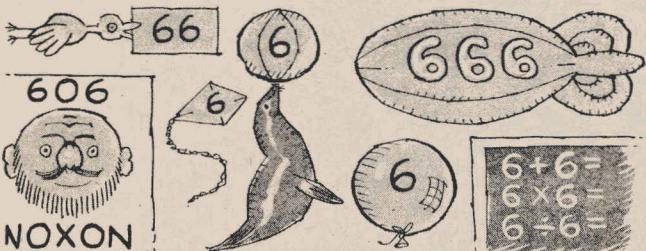
### HOW THE TRICK IS DONE



This simple but effective trick will be understood by anyone who had basic high school science. Before going on stage, merely wrap your entire body with electric wire, run the two ends down each leg, under false sock-tops, and into shoes especially fitted with copper soles. Thus, when you walk to the haystack and step on the two metal plates embedded in the stage, the 220 volts of electricity they carry will flow through your body, making you one large electro-magnet which easily attracts the needle in the haystack. (A word of caution: There is obviously an element of danger here, so you must take care to note what other metal items are in the vicinity. The trick will be spoiled if you step too close to a volunteer wearing steel cuff links, belt buckles or teeth braces.)



## HOW MANY SIXES CAN YOU FIND IN THIS PICTURE?

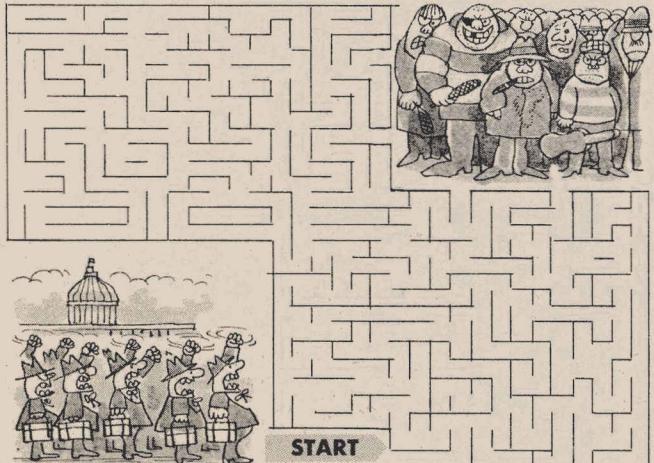


in this picture - only nine! The picture was printed upside-down!

ANSWER: If your answer is 16, you are wrong! There are no sixes

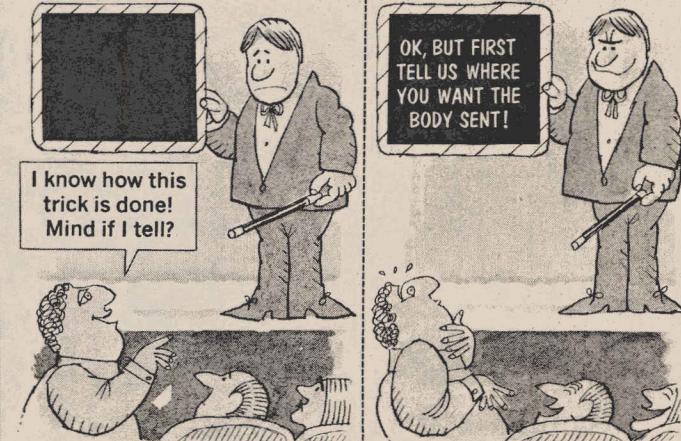
## HELP RESTORE LAW AND ORDER

Legislators everywhere are upset by the breakdown in Law Enforcement. Can you help in the fight against these awful crooks? Remember, it will take a lot of zeal, perseverance and intelligence to outwit these nasty rascals. So get to it. There's no time to lose.



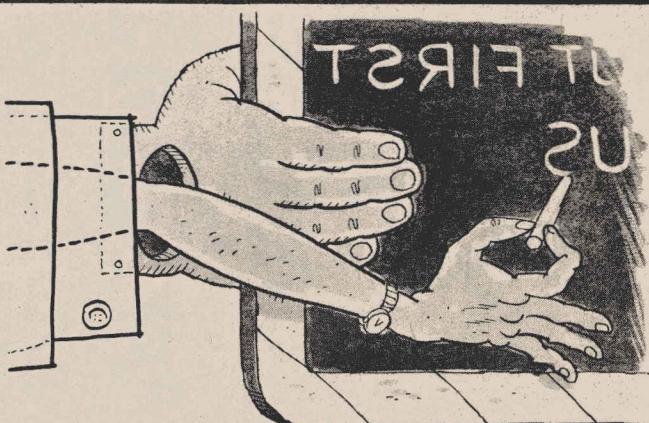
ANSWER: If you went into the maze, you certainly showed zeal and persistence... but no intelligence! The rascals and crooks are right there in the starting box! That's right... the legislators themselves! Who else passes laws in favor of businesses that they own? Who else votes themselves raises while raising about inflation? Who else screams about Welfare costs? Yep, if you'd never nabbed those politicians, you'd've done plenty for Law and Order right there!

## THE MYSTIFYING "MAGIC MESSAGE" TRICK



Holding up an ordinary-looking slate blackboard, you announce to your audience that it is a "Magic Blackboard" and that if you ask it a question, an answer will mysteriously appear. Then you ask for a volunteer, and when he poses a question to the "Magic Blackboard", an answer does indeed mysteriously appear on it in chalk.

## HOW THE TRICK IS DONE



The so-called "Magic Blackboard" is actually held up by a "phony plastic hand", leaving your real hand free to write on the back of the slate with "Magic Bleed-Through Chalk". Remember that one of the big problems you have is learning to write backwards on the blackboard so the answer will "bleed through" correctly. As for the other big problem... mainly, finding a piece of "Magic Bleed-Through Chalk"... well, we can't solve all your problems!

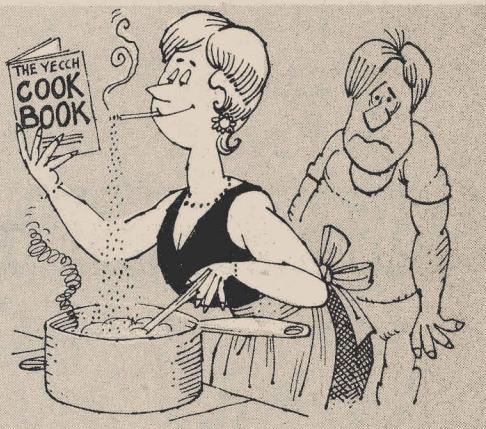
WHERE THERE'S SMOKE, THERE'S IRE DEPT.

Here we go with another MAD "Hate Book" . . . those little gems calculated to make MAD readers feel better by blowing off steam about their pet hates. Since non-smokers are the most intolerant people in the world when it comes to smokers, all of you smokers

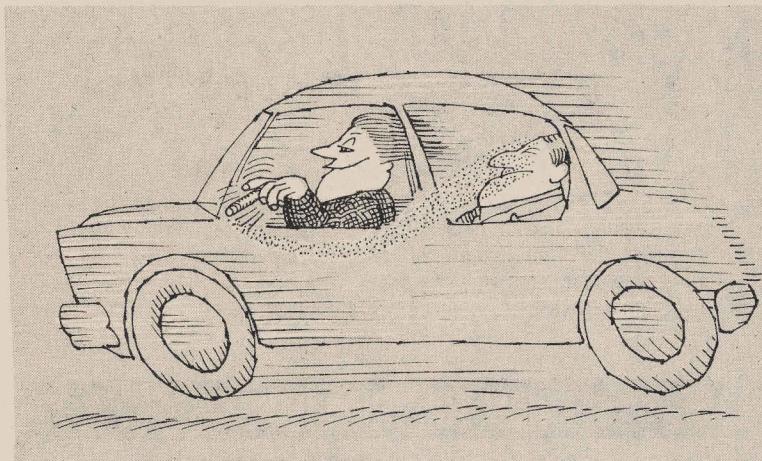
# THE MAD NON-SMOKER



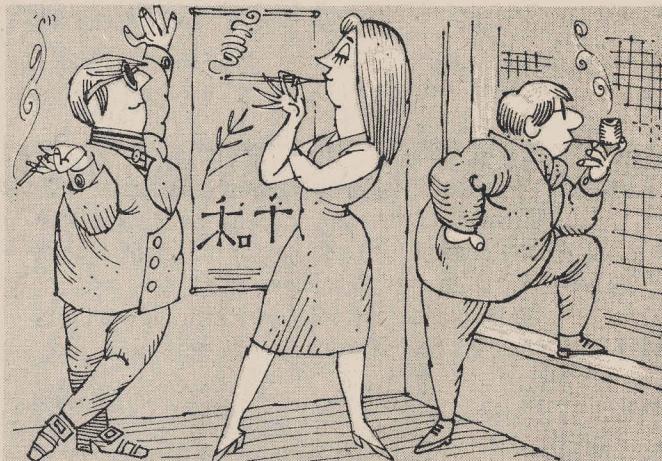
**Don't you hate smokers who . . .**  
... put out butts in dishes of food while you're still eating!



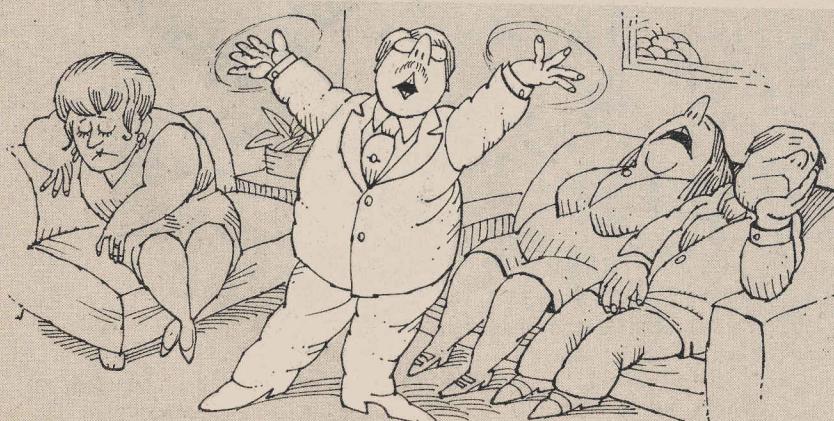
**Don't you hate smokers who . . .**  
... smoke while they cook!



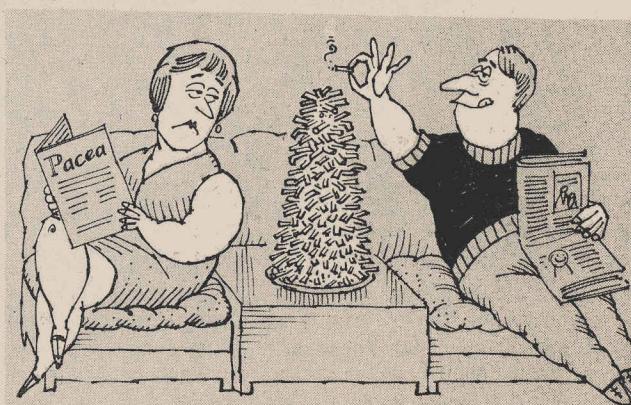
**Don't you hate smokers who . . .**  
... flick their ashes out windows of fast-moving cars when you're sitting in the rear seat!



**Don't you hate smokers who . . .**  
... affect phony smoking poses that are supposed to make them look smart and sophisticated!



**Don't you hate smokers who . . .**  
... bore you with the details of their experiences every time they attempted to give up smoking!



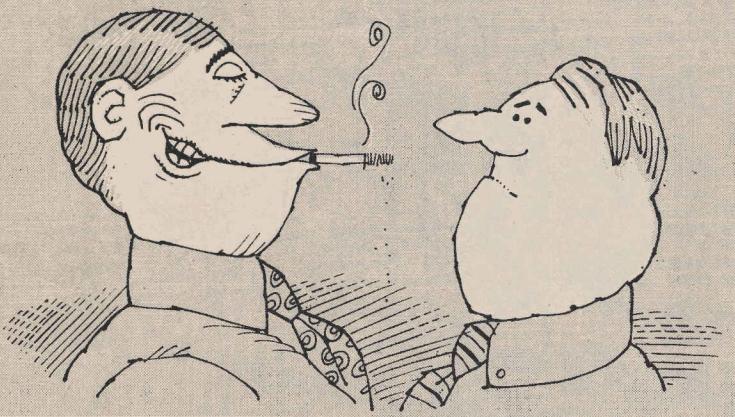
**Don't you hate smokers who . . .**  
... add yet another butt to a full ashtray without ever once thinking of emptying it!

better skip this article. Because it's calculated to make non-smoking MAD readers feel better by blowing off steam about people who, in addition to being addicted to the disgusting habit of smoking, also have disgusting smoking habits. Here, then, Gang, is...

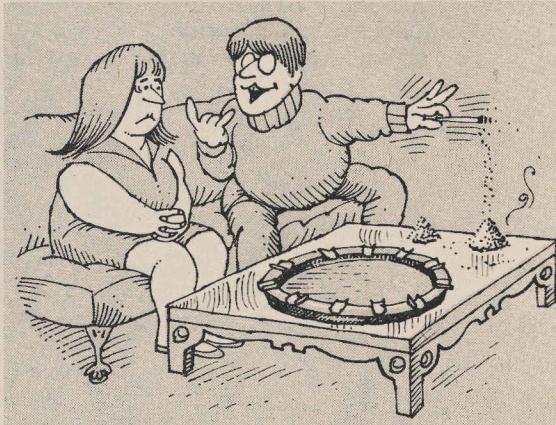


# SMOKERS HATE BOOK

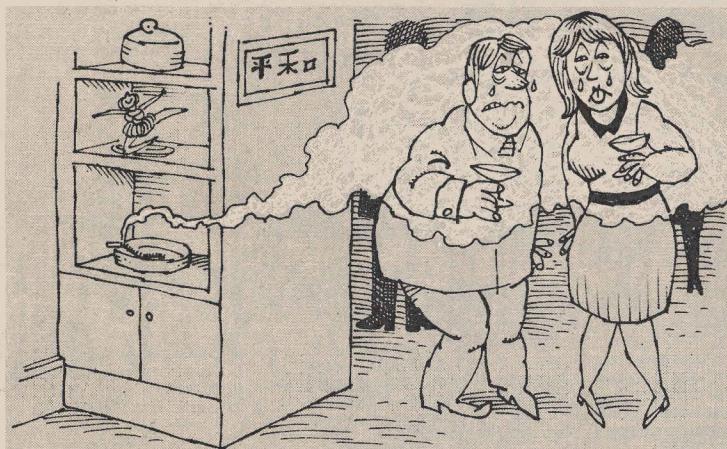
ARTIST & WRITER: AL JAFFEE



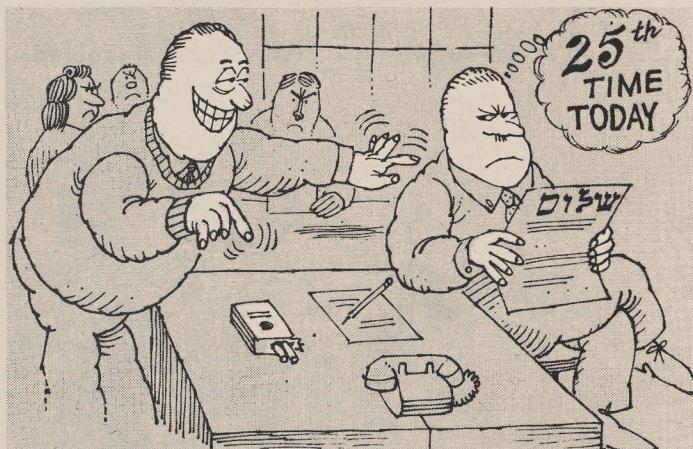
**Don't you hate smokers who . . .**  
... talk without ever removing their cigarette from their mouth!



**Don't you hate smokers who . . .**  
... never hit the ashtray no matter how big it is!



**Don't you hate smokers who . . .**  
... let their cigarettes burn out in ashtrays,  
causing the nearest thing to a tear gas attack!



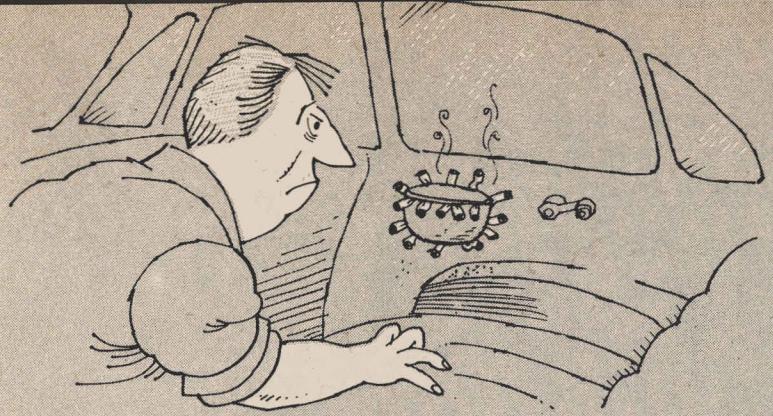
**Don't you hate smokers who . . .**  
... are cutting down on smoking by not carrying any,  
but who smoke as much as ever by borrowing!



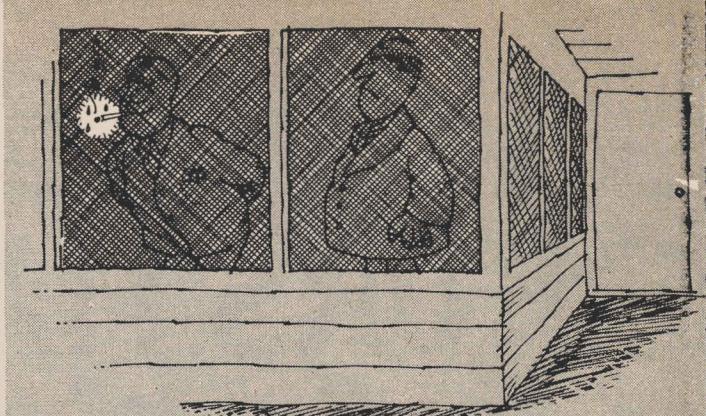
**Don't you hate smokers who . . .**  
... insist upon lighting up while visiting someone  
who's in the hospital with a respiratory illness!



**Don't you hate smokers who . . .**  
... inflict their particular tastes in nauseating  
pipe tobacco aromas on an entire gathering!



**Don't you hate smokers who ...**  
... stuff auto ashtrays so full they're impossible to remove!



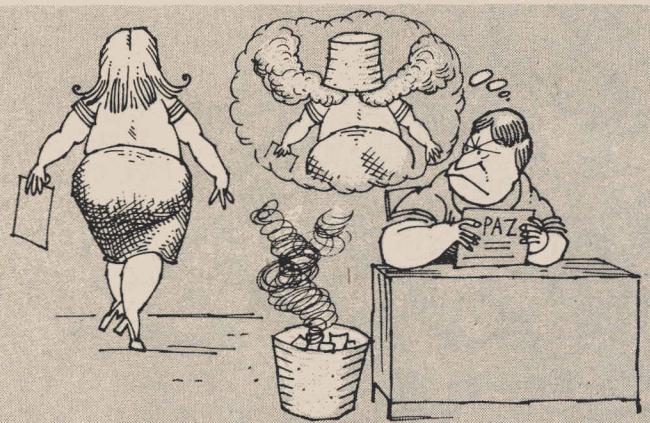
**Don't you hate smokers who ...**  
... stupidly lean into plastic screens!



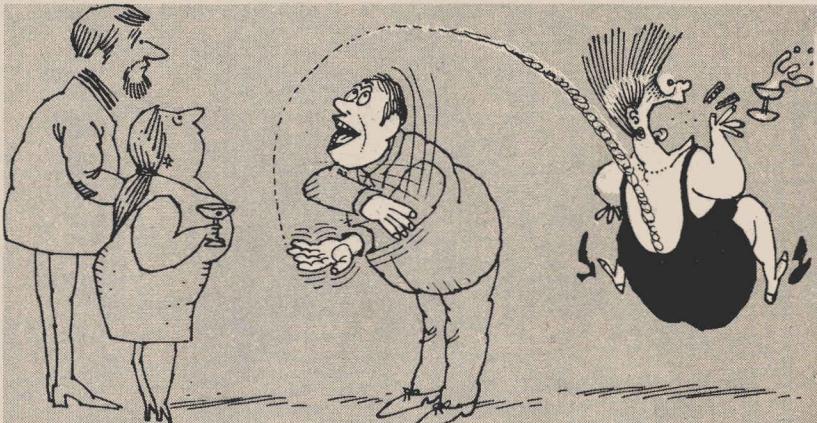
**Don't you hate smokers who ...**  
... always have tobacco spittle running down their chins!



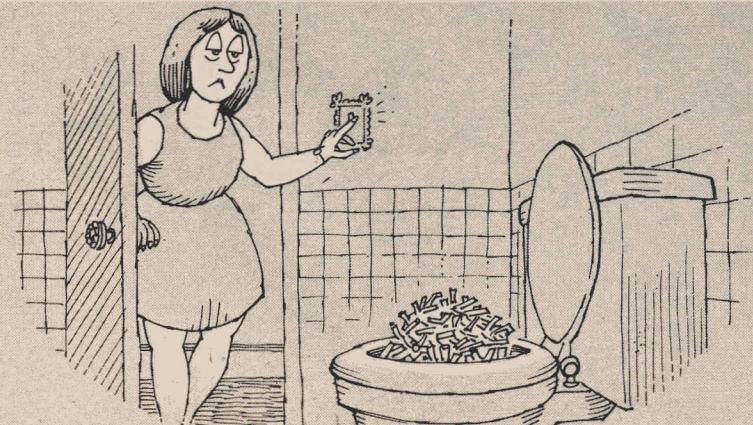
**Don't you hate smokers who ...**  
... flick cigarette butts out windows!



**Don't you hate smokers who ...**  
... throw butts that are still alive in wastebaskets!



**Don't you hate smokers who ...**  
... do tricks with lighted cigarettes!



**Don't you hate smokers who ...**  
... dump ashtrays in toilets!



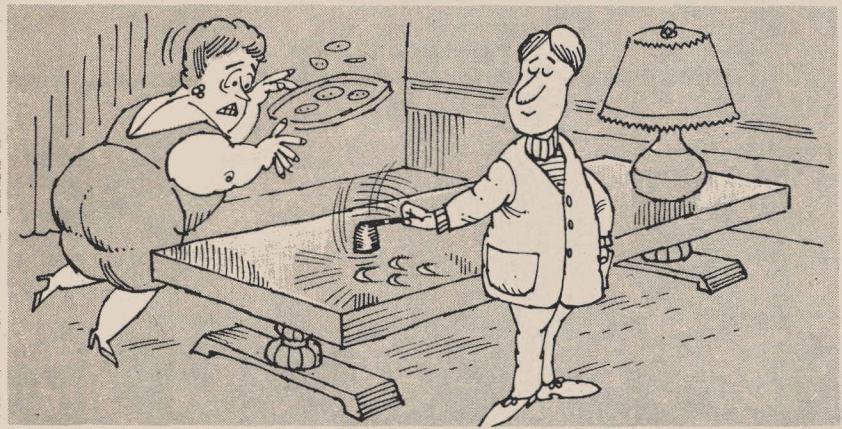
**Don't you hate smokers who ...**  
... insist upon smoking in crowded places!



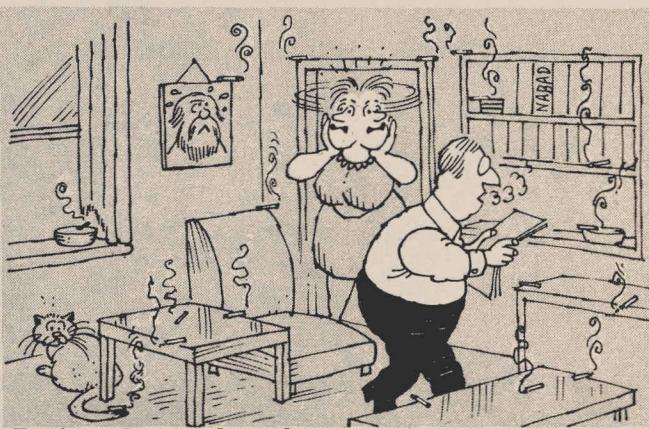
**Don't you hate smokers who . . .**  
... keep grinding out a butt till it's time to light another!



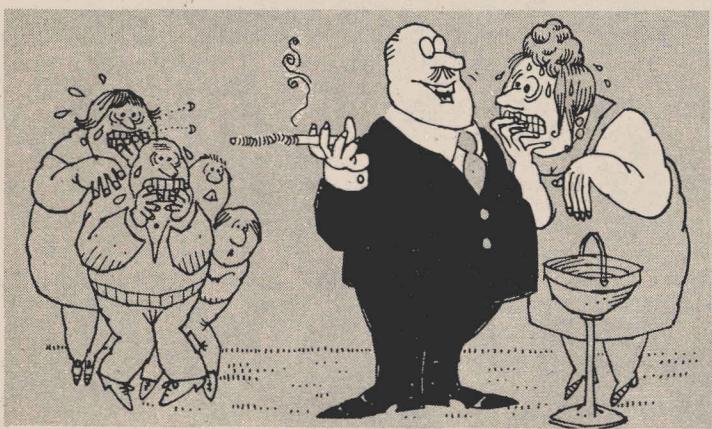
**Don't you hate smokers who . . .**  
... sneak smokes in "No Smoking" areas!



**Don't you hate smokers who . . .**  
... tap their pipes on any handy surface to clean them!



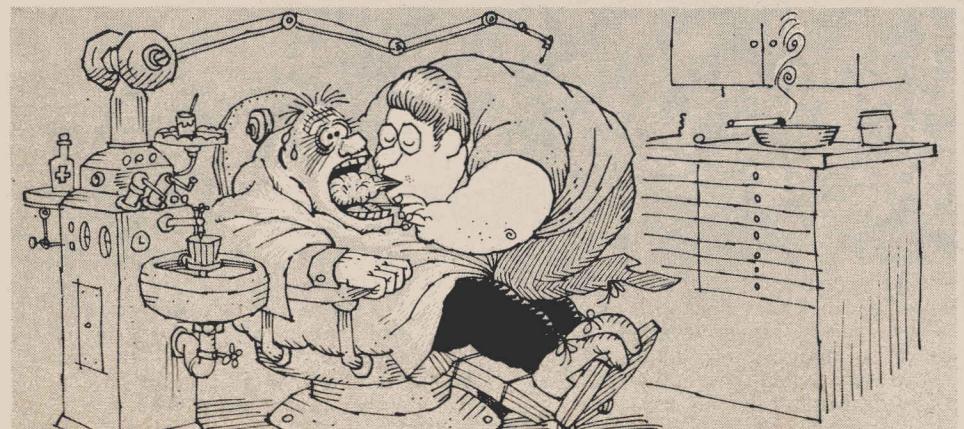
**Don't you hate smokers who . . .**  
... never remember where they leave burning cigarettes!



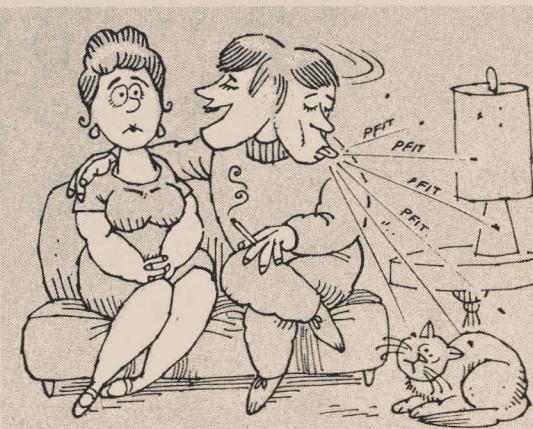
**Don't you hate smokers who . . .**  
... wait forever before flicking their ashes!



**Don't you hate smokers who . . .**  
... always say, "It's good for the rug!"



**Don't you hate smokers who . . .**  
... are dentists or doctors and work on you between puffs!



**Don't you hate smokers who . . .**  
... are constantly spitting out bits of tobacco!

## ACHILLES WHEEL DEPT.

Lately, there's been a lot of screaming about how Car Manufacturers are to blame for the slaughter on our highways. Well, we at MAD say, "Be fair! Let's put the blame where it really belongs!" Unfortunately, all we could come up with was the

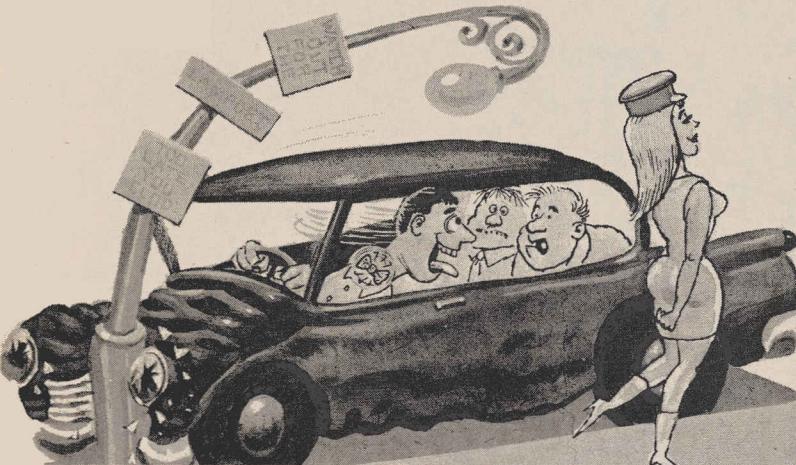
Car Manufacturers. Lately, however, the Auto Industry has been trying to make up for those silly little boo-boos that killed 50,000 people a year. They're now putting all kinds of safety features into cars—like padded dashboards and padded sun

# SOME MAD AUTO

ARTIST & WRITER:

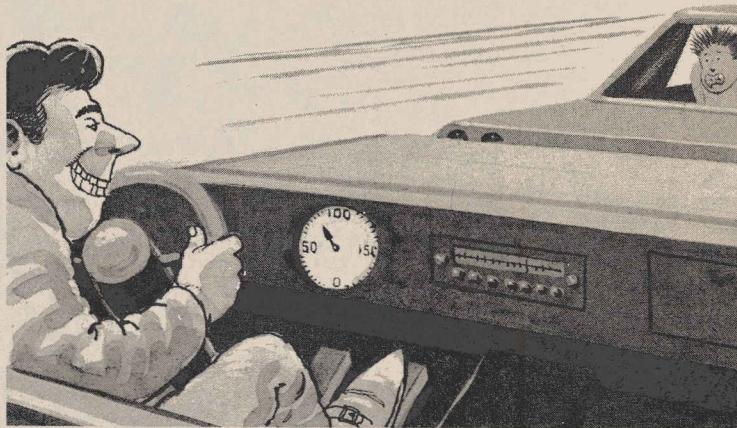
## NO MATTER HOW SAFELY AUTOMOBILES ARE BUILT,

### IRVING HEADTURNER



Irving's the type of driver who constantly turns his head to the rear in order to ogle girls or talk. This drives passengers crazy . . . not because it's unsafe, but because Irving has bad breath. But even with pleasant breath, a driver who looks everywhere but forward can be nerve-wracking . . . not to mention car, pole and fence-wracking.

### TOMMY TAILGATER



Tommy loves to get right on the tail of the car in front—especially at high speed. He chuckles, thinking about how terrified driver ahead will be when he looks in rear-view mirror. Of course, sometimes driver ahead applies brakes without ever looking in rear-view mirror. That's when our Tommy ends up being scraped off car ahead with a spatula.

### PERCY DISTRACTED



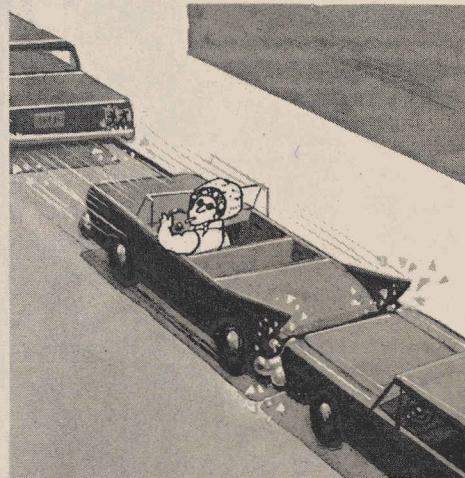
This poor schnook is often beset by a nagging wife and screaming kids. The splitting headache that he gets makes for dangerous driving . . . not because he's liable to crash accidentally, but because he'd like to do it on purpose.

### HENRY ONEARM



Henry just can't resist putting an arm around any chick that rides in his car. This is especially dangerous when the chick insists upon sitting in the back seat. And the steamed-up windows don't add to safe driving conditions, either.

### ZELDA BUMPERTHUMPER



No matter how much space she has, our Zelda always raps the car in front and back while parking. This in itself is not dangerous . . . but it will be later on, when the drivers of those cars in front and back try using their lights.

visors and padded radio knobs and padded bills to pay for it all. Yes, safety features have actually become a fad. If this craze keeps up, we may someday see such undreamed of things as safe tires. But with all this work being done to make cars

safe, one area of accident prevention is being sorely neglected. Namely, the driver himself! After all, no matter how safe an automobile is made, if the driver doesn't drive it safely, the whole thing is useless. So with this in mind, here are



# SAFETY FEATURES

AL JAFFEE

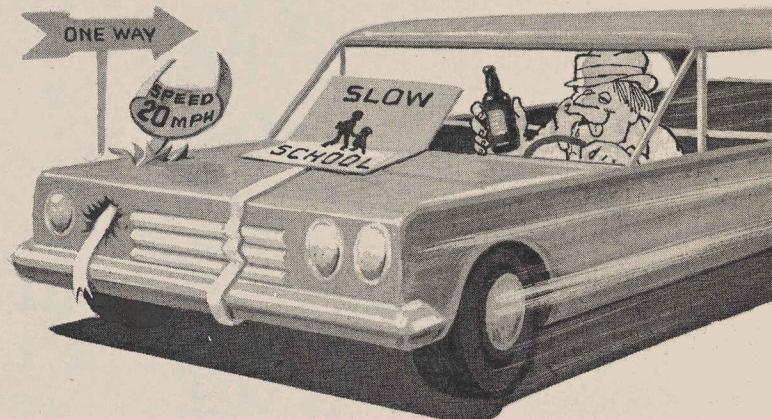
## IDIOTS LIKE THESE WILL STILL HAVE ACCIDENTS!

### SIDNEY FACESTUFFER



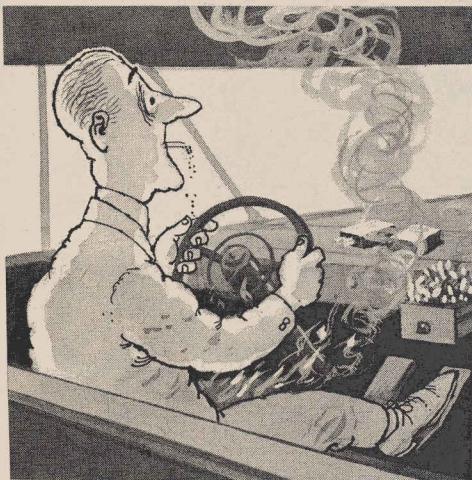
Sidney loves to eat while he's driving because he figures that he saves time that way. Sometimes, drivers like Sidney save an eternity that way. But the worst part of the accidents that happen to drivers like Sidney is when the police arrive at the scene and they have to try to figure out which is Sid—and which is just a piece of pizza pie.

### DARRYL DRUNKENSLOB



Drunks like Darryl are in a class by themselves when it comes to causing property damage, injury and death. Then, there's the trouble they cause driving cars! But no matter how often they're warned, they'll go right out and do it again . . . acting as if they don't know what's going on . . . acting as if . . . as if they were drunk or something!

### BERNIE SMOKESTACK



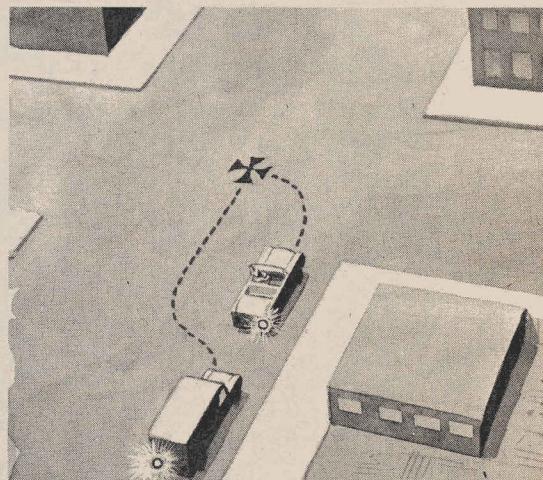
Fumbling for cigarettes, lighter, ash tray and the address of a chest X-ray clinic can make smoking while driving a hazard to other drivers. Especially when falling ashes start fires—like the one burning there in Bernie's lap.

### MARVIN CATNAPPER



Marvin's one big problem is: he can't sleep in bed. He's up all night with insomnia. But the minute he's behind the wheel of a car, driving, he pops right off. And so do the people that he hits while he's dozing and driving.

### WESLEY WRONGSIGNAL



The directional signal is often used improperly. Many drivers signal for a left turn . . . then make a right absent-mindedly. Others, like Wesley here, do it because they really don't know their left from their right and vice versa.

**SOLVES THE PROBLEM OF THESE IDIOT-DRIVERS!**

# MAD'S NEW AUTOMOBILE KEEP MOST DEDICATED

## HEAD RETURNER for Irving Headturner



Headpiece swivels in any direction, which allows Irving freedom for normal and necessary looking around while he is driving. However, it will not allow him to linger too long in these positions because the automatic timer snaps his head back facing forward after exactly three seconds.

## SAFETY ISOLATOR for Percy Distracted



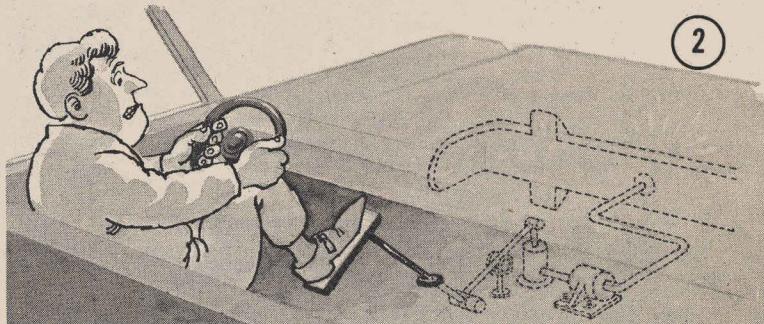
When nagging and screaming begins, a sonar device automatically raises a plastic isolator at a pre-set decibel level. This not only shields Percy from unwanted noise, but razor-sharp edges of isolator screen keep those unwanted hands from reaching around.

## BUMPER BARFER for Zelda Bumperthumper

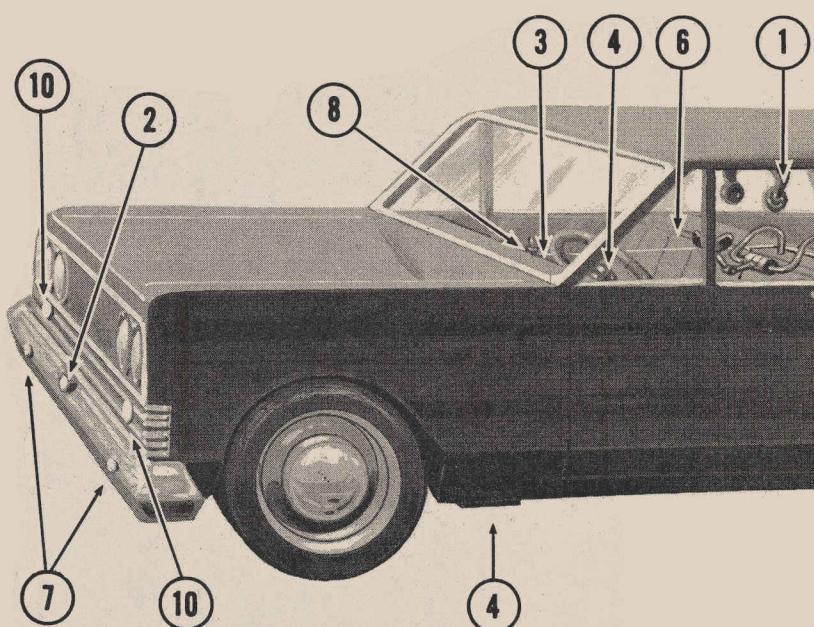


Car bumpers are supported by tension springs. When they are compressed with more than normal force, a very loud and obscene sound is emitted, followed by the ejection of an appropriate foul odor. The reaction of people passing by embarrasses Zelda and reminds her to be more careful.

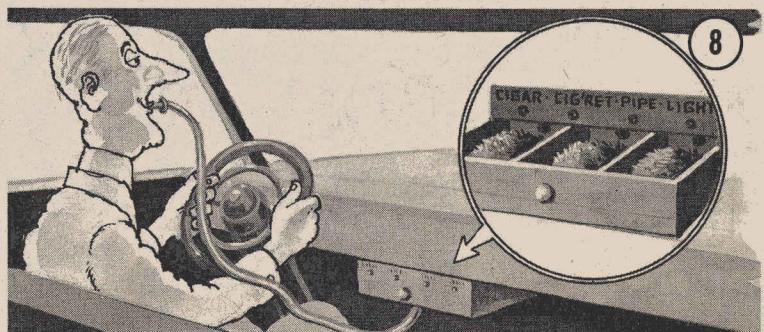
## RADAR SLOWDOWNER for Tommy Tailgater



Short-range radar in front bumper, hooked to accelerator, pushes gas pedal back to keep cars one length apart for every ten miles per hour of speed. This saves the lives of many Tommy Tailgaters—a disadvantage that should be overlooked, considering the other worthy lives it saves.



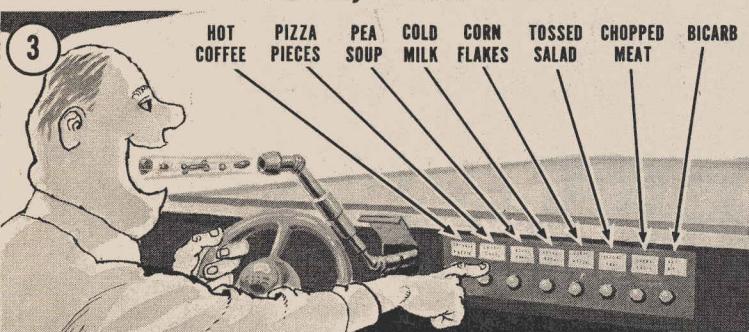
## HOOKAH INHALER for Bernie Smokestack



Bins in dash contain tobaccos favored by driving members of family. Smoker places "hookah" tube in mouth, presses selector, and proper tobacco product is automatically lit. Ashes are ejected and danger of fire is eliminated. Car, however, should be checked regularly for signs of cancer.

# SAFETY FEATURES WILL IDIOTS OUT OF TROUBLE!

## AUTOMATIC FEEDER for Sidney Facestuffer

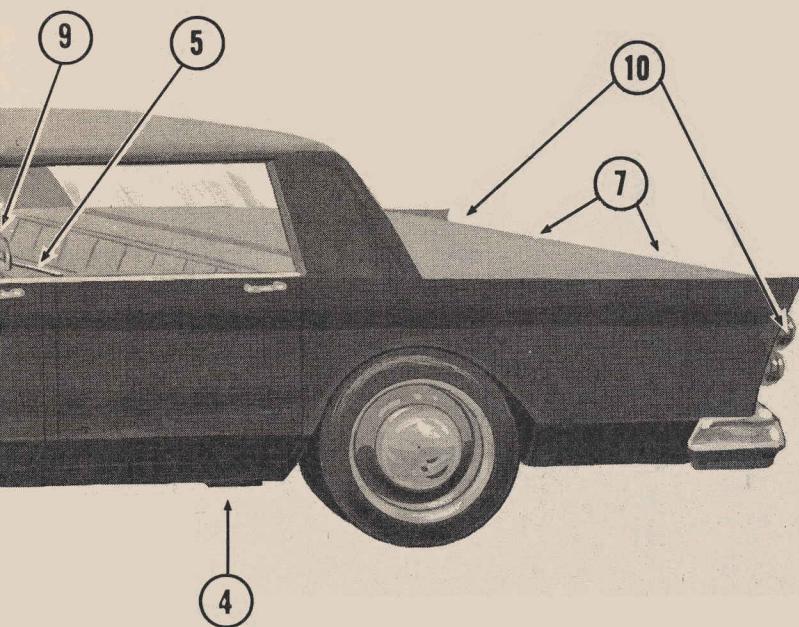


Before each automobile trip, Sidney loads food dispensers with goodies. Pressing the selector buttons while driving activates proper servo-mechanisms which squirt liquids and deliver solids unerringly through tube to Sidney's waiting mouth, without his having to take his eye off road ahead.

## AUTOMATIC PICK-ME-UPPER for Darryl Drunkslob



When drunken Darryl stumbles into car, alcohol-sensitive electronic sensor in steering column measures his breath and calculates his degree of drunkenness. If the level is unsafe, automatic jacks extend below car, raising wheels, which spin freely while drunk falls asleep at the wheel.



## BURNING REMINDER for Henry Onearm



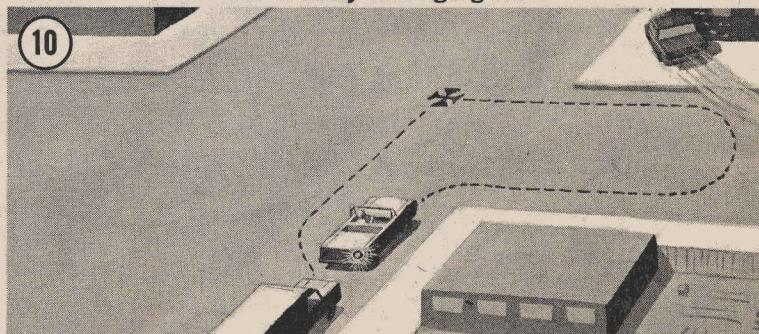
While car ignition is on, an electric heating element located inside chrome strip across back of front seat is on, too. So Henry's amorous desires are quickly cooled by a burning reminder, and the results are safer two-handed driving until he can park someplace.

## WAKER-UPPER for Marvin Catnapper



Device worn on chest contains chin support with electric switch which is in "off" position when head is erect. But when Marvin gets sleepy and head nods forward or backward, switch goes on, activating jet nozzle in steering column which releases smelling salts spray that shocks him awake.

## CORRECT TURN GUARANTEE-ER for Wesley Wrongsignal



Directional signals are connected to steering mechanism so that wheel will not turn in any direction other than the one signalled. After turn is completed, the wheel is freed once again. Of course, idiots like Wesley are still dangerous, but their score is kept lower by this device.

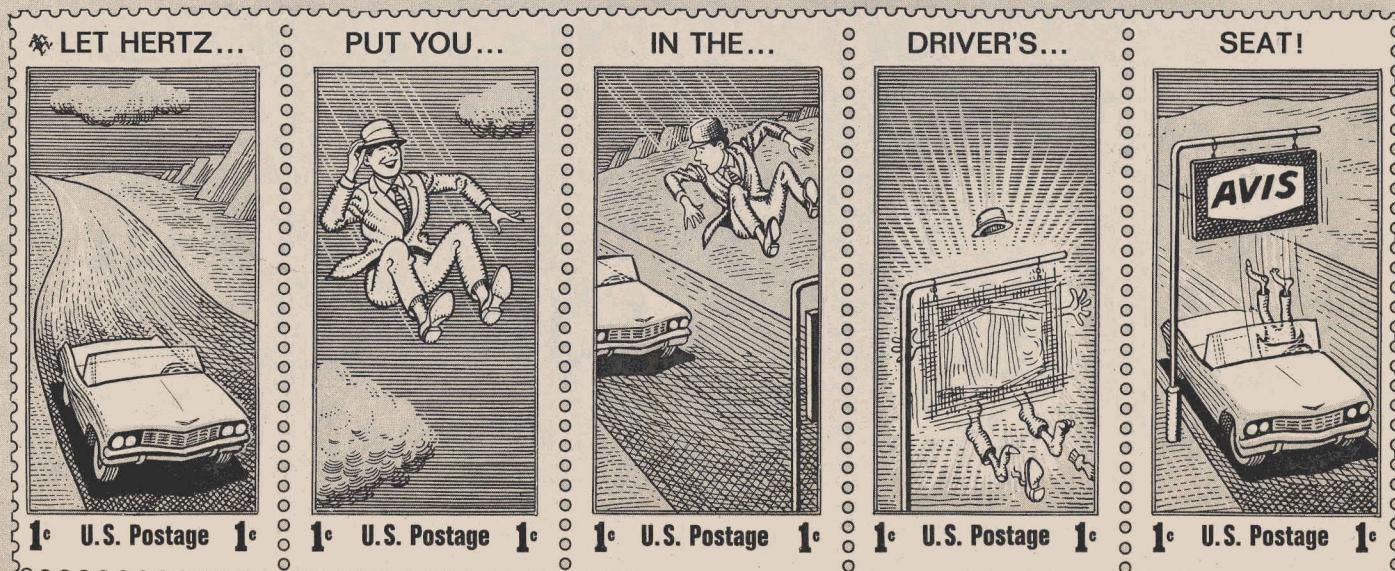
Everyone profits by using the U.S. Mails. Everyone, that is, except the U.S. Post Office Department, as their yearly deficit will attest. So we here at MAD have come up with a solution to this problem —mainly, *advertising!* Stamps are seen by millions of people daily, and the only messages that come through are things like "It's the 100th Anniversary of Groundhog Day" or "Celebrating the Bi-Centennial of the Founding of the U.S. Fertilizer Industry." These ridiculous "Commemoratives" bring nothing but the few pennies that the public pays for these stamps. What we suggest is that the Post Office Department get out of the red and into the long green by selling space for

# POSTAGE STAMP ADVERTISING

ARTIST & WRITER: AL JAFFEE

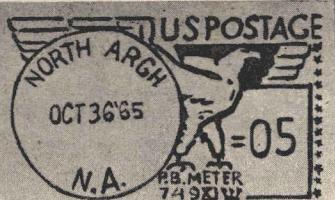
## STAMP ADS COULD BE US

Standard Post Office Dept. stamps could become highly desirable advertising spaces for certain companies because of their clever "message tie-in" value:



"STAMP ADS" ARE ALREADY IN USE ON A SMALL SCALE

STAMP OUT  
POSTAGE  
STAMPS  
Pitney-Bowes  
Postage Meter  
Corporation



Mr. Mel Haney  
11 Veeblefetzer St.  
Frammis, Ill.

Some "stamp advertising messages" already appear on mail. They are the messages printed by Postage Meters. But the profits from these all go to the Independent Meter-Maker.

FUTURE "STAMP ADS" COULD ATTRACT BIG ADVERTISERS

HY POKONDRIAK'S  
Pharmacy  
666 Neurotic Rd.  
Acheville, Ohio

Stomach Pills ... \$7.99  
Liver Pills ... \$5.50  
Heart Pills ... \$9.00  
Pill Pills ... \$4.99

NOTICE: THIS BILL  
IS THREE MONTHS  
OVER DUE!

Special Offer!  
Overdue Bill Pills--\$7.99

Cowzofski  
76 Ossifogva St.  
Potzebil, Ala.



With ads printed directly on stamps, the U.S. Government would reap huge profits, and public would be treated to a respite from those idiotic, meaningless commemoratives.

## ED IN MANY EXCITING WAYS

Advertisers could split the costs by participating in sheets of stamps the way sponsors do with "Special TV Shows." This would be especially effective when the products relate well to each other.



Myron Bloodthirsty,  
27 Blastum Place,  
Catskill, Ga. 67890

Other stamps, sold on rolls, could be used one at a time . . . or all at once to create amusing "teaser" effect that their road-sign counterparts produce:



1¢ UNITED STATES POSTAGE



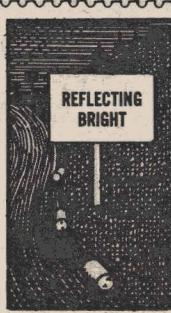
1¢ UNITED STATES POSTAGE



1¢ UNITED STATES POSTAGE



1¢ UNITED STATES POSTAGE



1¢ UNITED STATES POSTAGE



1¢ UNITED STATES POSTAGE



1¢ UNITED STATES POSTAGE

Everyone would collect odd-shaped stamps. A double-purpose could be served by producing them, since it is an ideal way to promote company trade-marks:



The largest volume of mail sent out by business organizations contains bad news for the public . . . mainly bills. To offset the bad feeling created by this necessary evil, bill-senders could use special stamps like these, that feature fun and entertainment, and make the recipient forget his troubles:

#### THE SYNDICATED CARTOON STAMP

Famous Comic Characters could be used on stamps to get laughs. Value of such Public Relations to Bill-Mailers would be so great, they'd willingly use costly denominations for ordinary 5¢ letters.



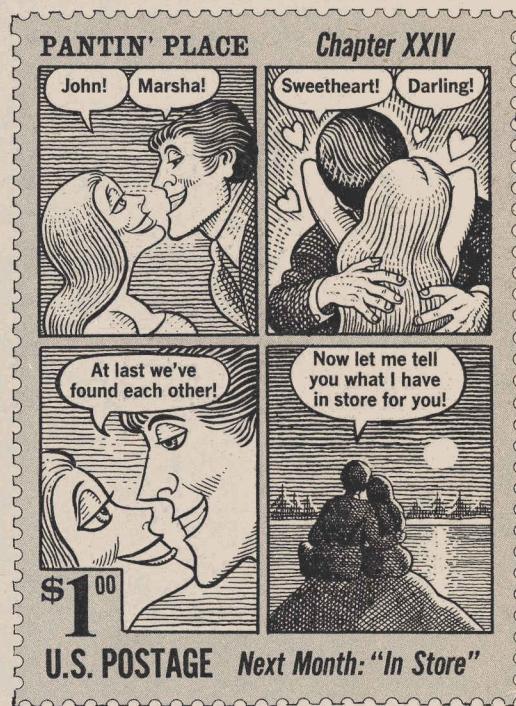
#### THE ONE-PANEL GAG CARTOON STAMP

Popular magazine cartoonists would submit fresh gags for each month's new issue of these hilarious stamps.



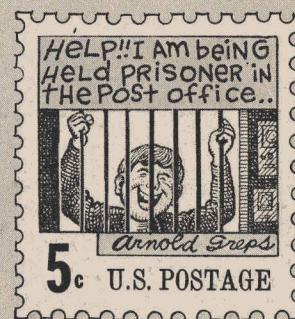
#### THE CONTINUITY SERIAL-STORY STAMP

Customers would look forward to each month's installment, and might even make unwanted purchases just to be sure of having a bill mailed to them.



Next Month: "In Store"

On the local level, Postmasters would be authorized to accept small orders for special printings of stamps containing personal messages. For example:



#### ANNOUNCEMENTS

Stamps like these could be used as extra reminders of gifts due, etc. Excellent for notices of Engagements, Marriages, Births, Deaths, Divorces, Re-Marriages, etc.

#### ELECTIONEERING

Politicians couldn't resist this publicity gimmick, and P.O. Dept. would make money instead of losing it on all these free-loaders who can now mail their letters free.

#### SALES GIMMICKS

Small "Mail-Order" outfits would find the personalized stamp a real boon with its easily-clipped-out coupon. (Note: Coupon is glueless on back for easy removal.)

#### FUN AND GAMES

Huge teenage market could be created with personal "Do-it-yourself" gag-type stamps. Besides profit for P.O. Dept., kids would also be forced to learn to write.

**WHAT BIG  
DISASTER  
HAS  
OCCURRED  
ON THIS  
PAGE?**

**HERE WE GO WITH ANOTHER RIDICULOUS  
MAD FOLD-IN**

Every day, we hear of some new threat to our way of life. But on this page, a really big disaster has taken place. To find out what it is, fold in page.



FOLD PAGE OVER LIKE THIS!

**A**

FOLD THIS SECTION OVER LEFT

**B** FOLD BACK SO "A" MEETS "B"



**NUCLEAR SCARES ARE WITH US . . . AND WE ALL HAVE TO  
FACE IT. ALL OVER THE WORLD, PEOPLE ARE BUSY HOLD-  
ING MEETINGS SO THEY CAN QUICKLY PINPOINT AND  
IDENTIFY ANY POSSIBLE THREAT TO THEIR LIVING AREA!**

ARTIST & WRITER:  
AL JAFFEE

**A**

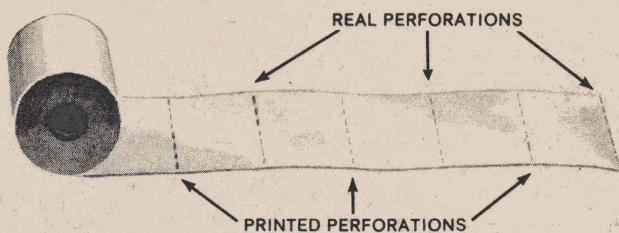
**B**

#### A WORSE MOUSETRAP DEPT.

The big corporations have always depended upon "Planned Obsolescence", the calculated rapid breakdown in acceptable design and performance of their products, to keep their coffers filled. Planned Obsolescence boosts sales and profits by insuring quick replacement of worn-out or outmoded items. Recently, consumer crusaders

# PLANNED OBSOLESCENCE

## TOILET PAPER

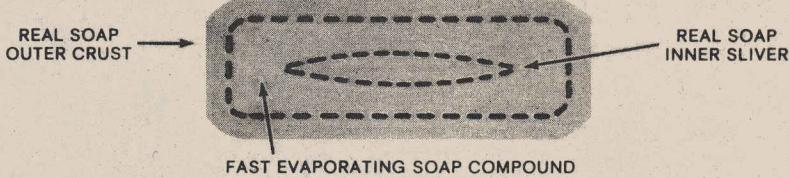


Careful examinations have disclosed that perforations alternate between real ones and phony ones. Phony ones are only printed on. Thus, when consumer gives normal yank, five feet of tissue cascades onto floor. Since consumer never suspects real reason, he vows time and again to be more careful next time. Of course, tissue on floor is discarded...and roll goes fast that way.

## SOAP



NEWLY UNWRAPPED



2 DAYS LATER



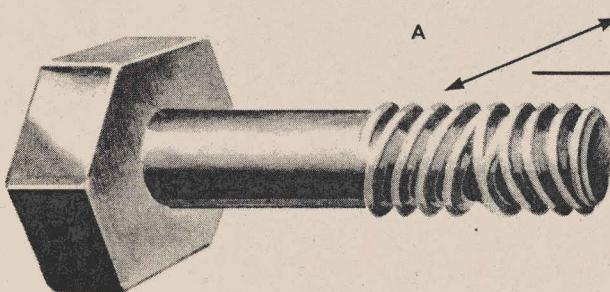
5 DAYS LATER



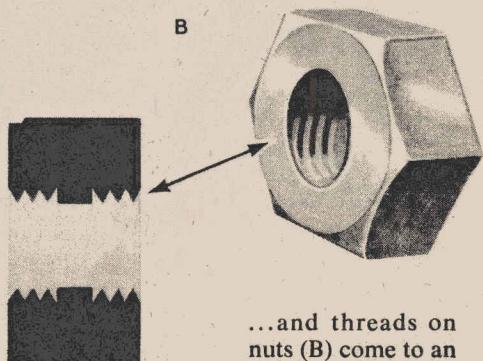
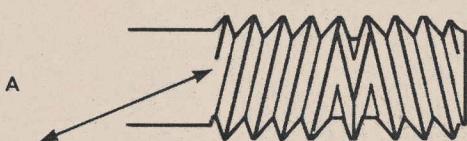
Most bars of soap will turn into slivers in about 5 days whether soap is used or not. This is due to presence of

"fast evaporating soap compound"—located between normal outer crust and inner sliver—which is dissolved by air.

## NUTS AND BOLTS



Many ordinary nuts and bolts are virtually useless. For example, threads on bolts (A) are manufactured so that they cannot work with any ordinary nuts...



...and threads on nuts (B) come to an end halfway inside.

like Ralph Nader have been exposing the despicable practice of Planned Obsolescence in the automobile and appliance fields. But the use of Planned Obsolescence in less spectacular, but no less important products, that the average consumer cannot do without, has been totally ignored. And so, to fill the gap, here's a MAD report on

# IN EVERYDAY PRODUCTS

ARTIST & WRITER: AL JAFFEE

## PENCILS



Investigation shows how lead is placed in many pencils today, and the kinds of points you get when you sharpen them.

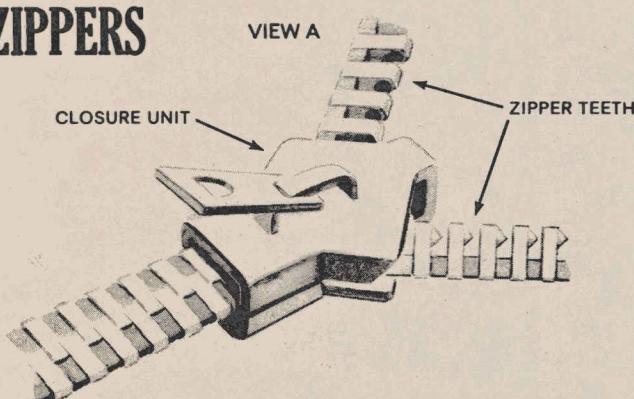


GOOD      BAD      GOOD      BAD      GOOD      BAD      GOOD

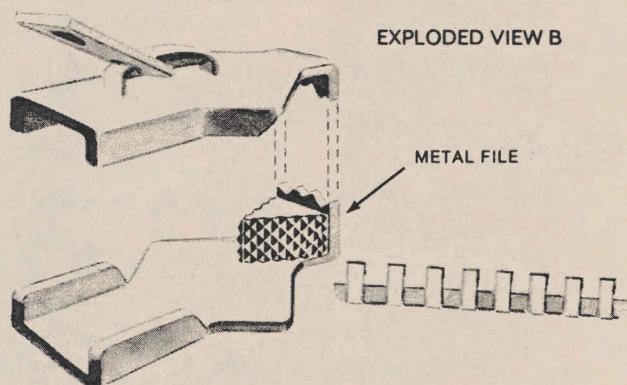
Note that every other point is bad. As a result, when the consumer sharpens pencil, he keeps doing it until he gets

a good point. Thus, he uses up this pencil twice as fast as a well-made one, and the sharpener is usually blamed.

## ZIPPERS



VIEW A

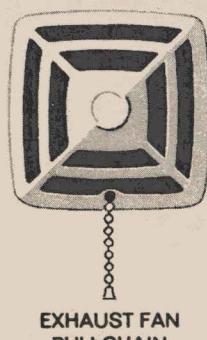


EXPLODED VIEW B

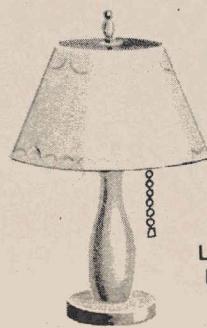
The zipper is so foolproof that it could be made to last forever. But what good would that be? So, as in exploded view (B) above, we see how a carefully placed metal file

in every closure unit goes to work on the zipper teeth as it moves up and down over them, wearing them out quickly. This causes gapping, jamming and—best of all—replacing!

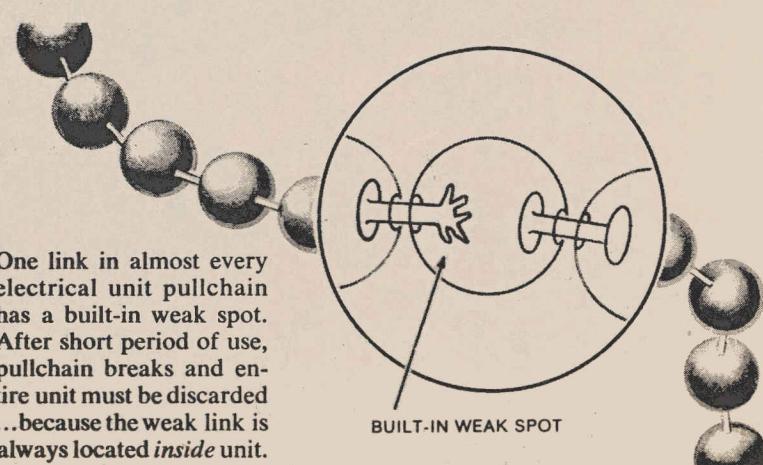
## ELECTRICAL UNIT PULLCHAINS



EXHAUST FAN PULLCHAIN



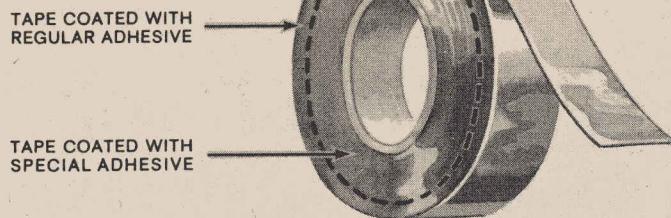
LAMP SOCKET PULLCHAINS



One link in almost every electrical unit pullchain has a built-in weak spot. After short period of use, pullchain breaks and entire unit must be discarded ...because the weak link is always located *inside* unit.

BUILT-IN WEAK SPOT

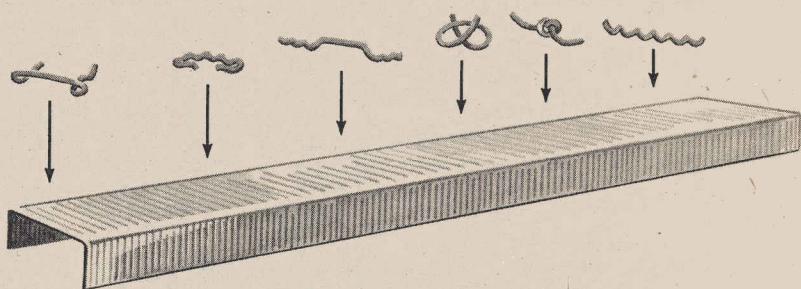
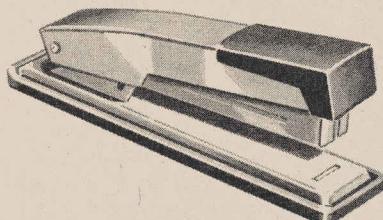
# ADHESIVE TAPES



First three feet of most adhesive tapes are coated with the normal adhesive and unrolled easily. But after that, a special adhesive is used which has been designed to stick

best to tape itself. This makes it virtually impossible to remove more than one inch of tape at a time, and the disgusted consumer, thinking it's just old, buys new roll.

# STAPLES

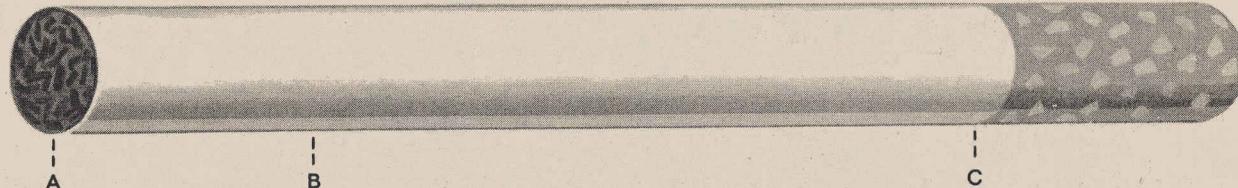


Most bars of staples look perfectly innocent. But every third staple is actually made of soft, inferior wire that

can't penetrate even one sheet of paper. It simply turns into one of the grotesque shapes shown and is discarded.

# CIGARETTES

Most new long cigarettes actually burn down more quickly than old shorter types, thanks to specially-developed tobacco.



TOBACCO BETWEEN "A" AND "B" IS REGULAR SLOW-BURNING KIND

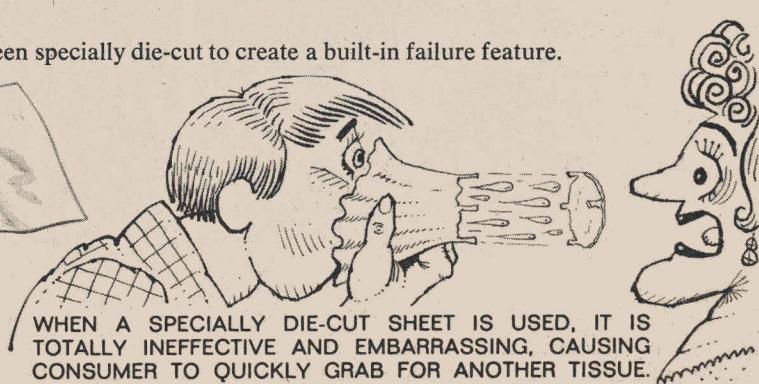
TOBACCO BETWEEN "B" AND "C" IS SPECIALLY-DEVELOPED NEW TYPE (IMPREGNATED WITH PARTICLES OF GUN POWDER) WHICH BURNS DOWN IN A SPLIT SECOND SO CONSUMER QUICKLY LIGHTS UP ANOTHER ONE.

# FACIAL TISSUES

Alternate sheets of many brands of facial tissues have been specially die-cut to create a built-in failure feature.

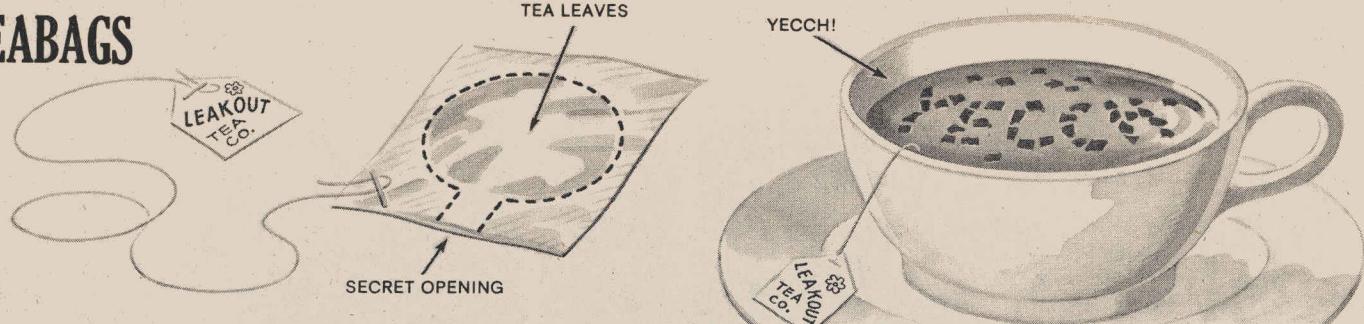


CENTER SECTIONS OF ALTERNATE FACIAL TISSUE SHEETS ARE HELD IN PLACE BY FOUR TINY FIBERS.



WHEN A SPECIALLY DIE-CUT SHEET IS USED, IT IS TOTALLY INEFFECTIVE AND EMBARRASSING, CAUSING CONSUMER TO QUICKLY GRAB FOR ANOTHER TISSUE.

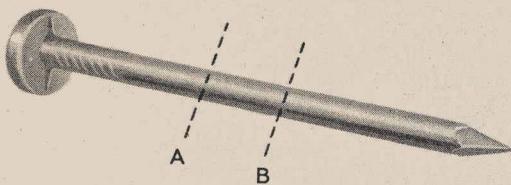
## TEABAGS



Many teabags are made with secret openings that are cleverly concealed to prevent discovery by inspection. These openings are sealed with a non-toxic glue that dissolves in hot water.

When secret opening is unsealed, tea leaves escape into the water, and unwary consumer is forced to dump it out and start all over with a new tea bag.

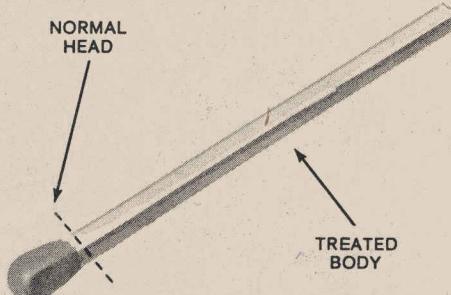
## NAILS



A close scrutiny of the nails offered for sale to home workshop buffs reveals that a high percentage of them may look normal but are actually manufactured with a 1/4 inch

section of soft lead ("A" to "B") which bends under impact of first hammer blow. Amateur carpenter naively thinks it is his bad aim, pulls out bent nail and uses another one.

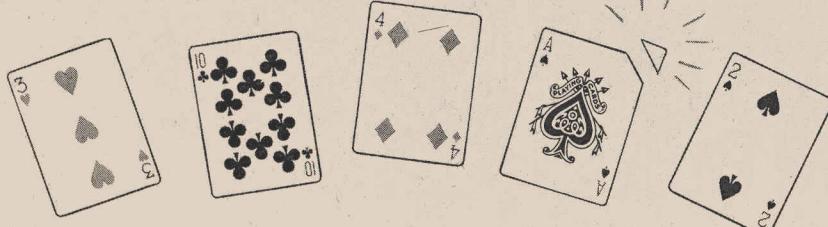
## MATCHES



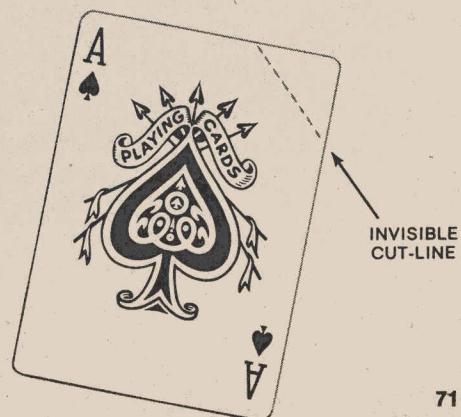
Many matches when struck, spark, sputter and then go out. User thinks match is wet and takes another one! Actually,

match has been treated with a flameproof chemical! A box of 50% bad matches like these gets used up mighty fast.

## PLAYING CARDS



It's a well-known fact that one bad card ruins an entire deck. That is why many card manufacturers place invisible cut-lines on corners of one or two cards in each deck. Corners break off after a few short hours of play. Card players attribute breaks to clumsy oaf partners and innocently go out and buy new decks.



**PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.**

Are you reading a magazine? Are you reading MAD Magazine? Are you reading the introduction to this article? Then you know what "Stupid Questions" are, because we just asked three of the stupidest! Are

you sick and tired of being asked stupid questions? Would you like to put them down? Then this article (by Al Jaffee) is for you! So were the first two articles on the very same subject (by Al Jaffee)

# MORE SNAPPY ANSWERS



No, just pay me \$50 an hour, and let me tell you my troubles!

No, tell me some jokes! I've heard all the troubles I can stand for one day!

No, tell me about your Mother's troubles! Start out with the klutz she got stuck with for a son!

Is this blank balloon here for any reason?  
Yes, it's waiting to collect "Unemployment"!

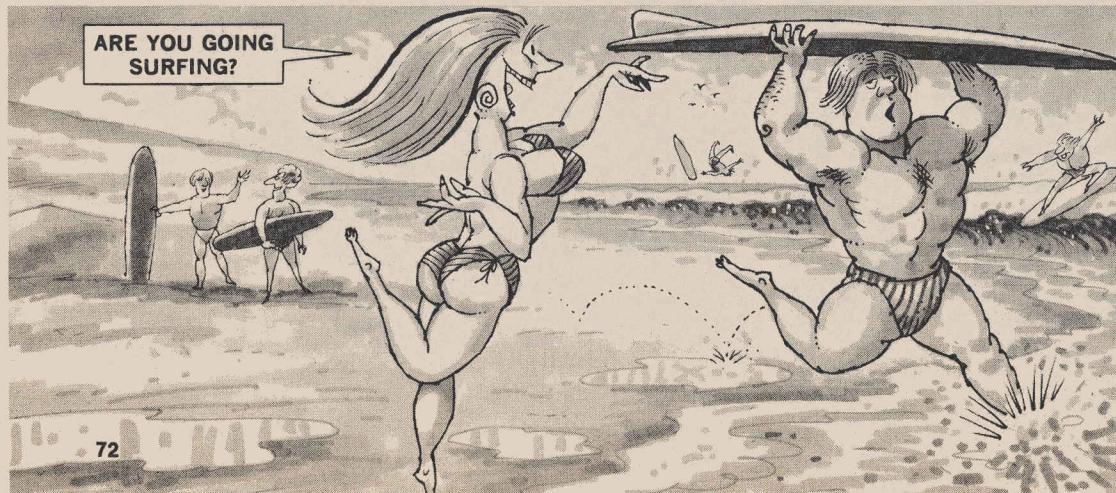


Why? Are you falling down?

No, it's just that I have this fetish about armpits!

No, I'm looking for apple pickers for my orchards, and this is how I test out people's reach!

Is this blank balloon for the reader's use?  
Yes, so he can enjoy reading dotted lines!



No, I'm a delivery man for an Ironing Board Company!

No, this is just a new style hat I've created!

No, I once had a dreadful experience with a flight of Canadian Geese, and I'm taking no chances on that ever happening again!

Is this for the reader's own snappy answer?  
No, it's for making out his laundry list!

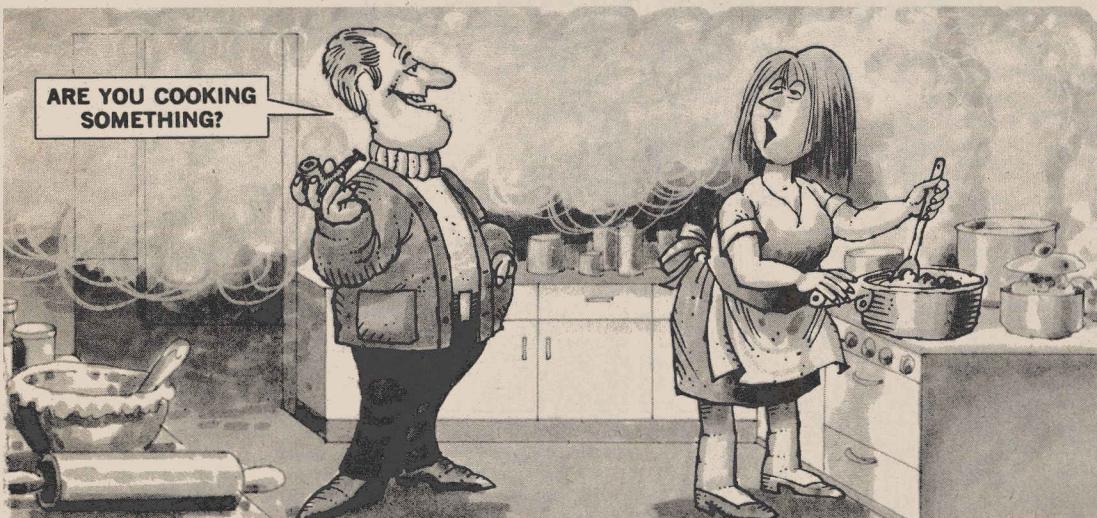
that we ran several issues back! So was the first MAD paperback book on the very same subject (by Al Jaffee) that we published several years back! So is the upcoming all-new MAD paperback book on

the very same subject (by Al Jaffee) that's about to be published! Which means that, besides this long-winded introduction, this article is nothing more than another plug for Al Jaffee's new collection of



# TO STUPID QUESTIONS

ARTIST &  
WRITER:  
AL JAFFEE



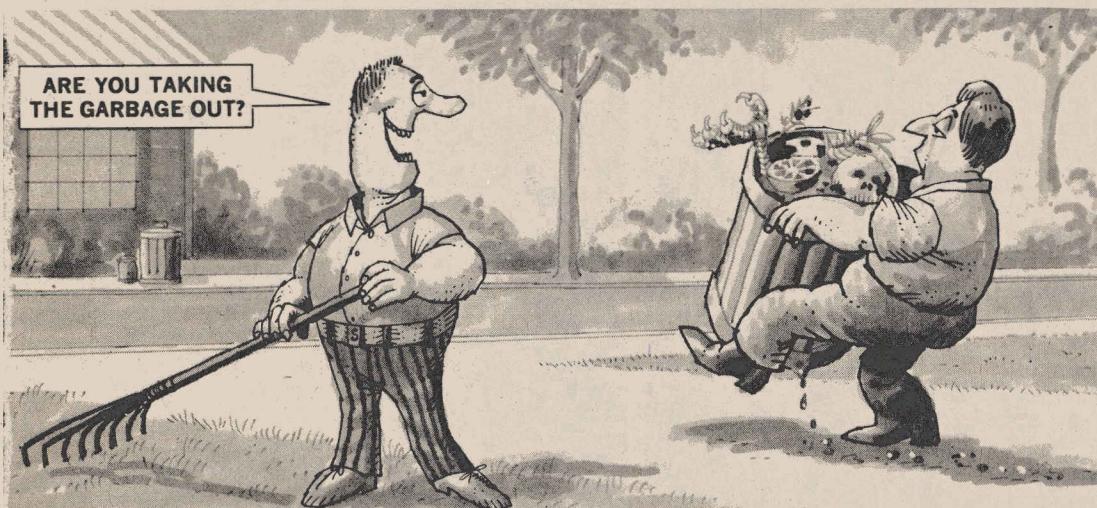
No, I've decided to turn our kitchen into a Sauna Bath!

No, I'm burning pots!

No, I'm drawing a hot bath for a chicken!

Does the reader write his snappy answer here?

No, he writes "The Lord's Prayer" here! He writes his snappy answer on the head of a pin!



No, I'm taking our dinner out! I put the garbage in our refrigerator!

No, I'm taking my wife out! But she's shy, and this is the only way she'll go anywhere!

No, I'm taking this picnic basket out! Anytime you're hungry, feel free to dig in!

After he fills in the balloon, what happens?

He hangs on and tries for an altitude record!



No, I've got a three-day pass, and I'm digging a tunnel home to Chicago!

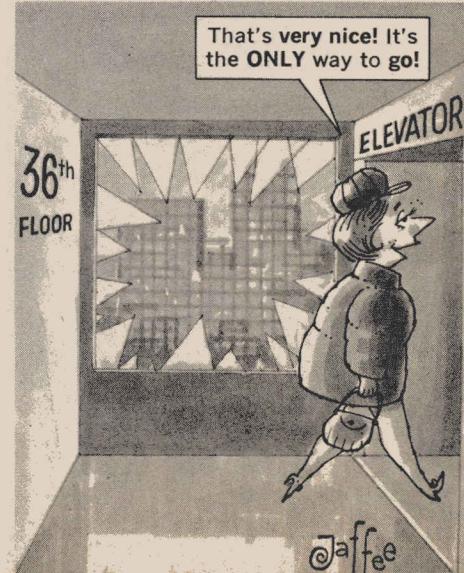
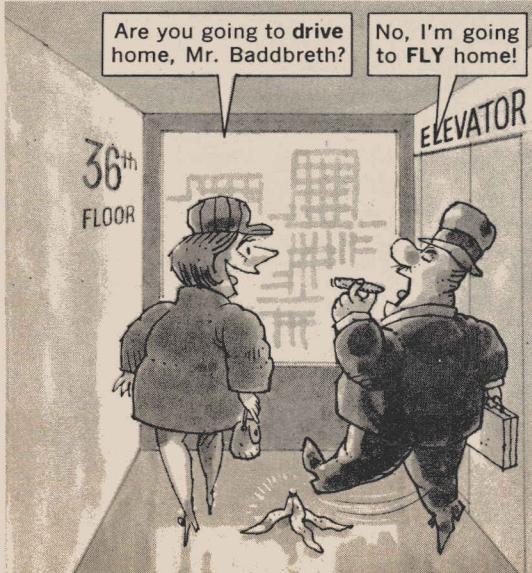
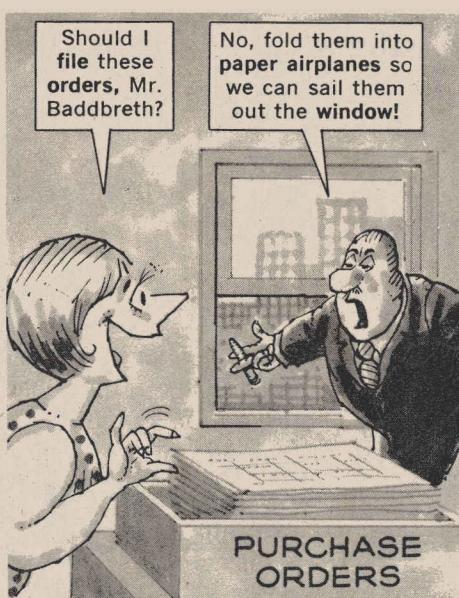
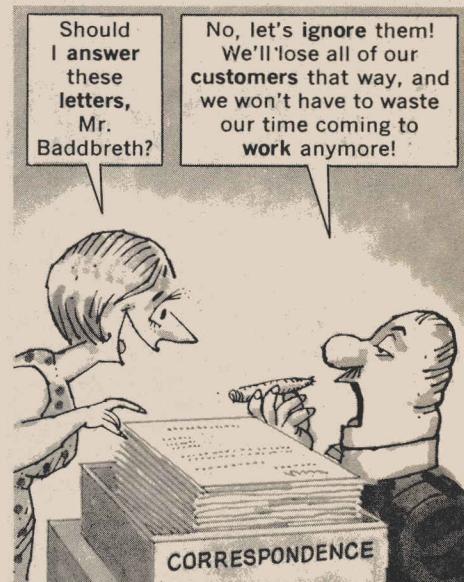
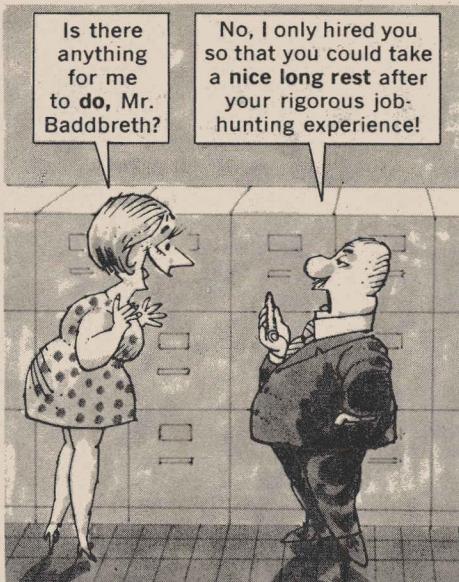
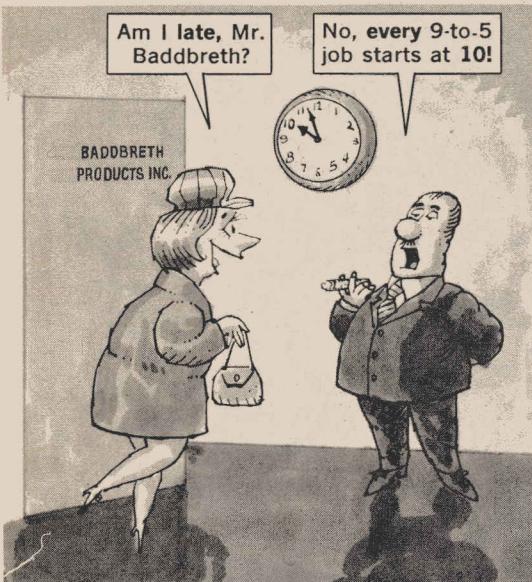
No, I'm building a swimming pool to relax in during those pleasant moments between mortar attacks!

No, I'm digging a final resting place for idiots who ask stupid questions! By the way, how tall are you?

After he's finished, should he mail them in?

Yes, to the proper Mental Health authorities!

# A "SNAPPY ANSWERS TO STUPID QUESTIONS" OFFICE SAGA



Just when television is at its peak in its efforts to make viewers "health conscious" ...like banning cigarette commercials, encouraging all those "diet product" ads and stressing physical fitness, along comes a weekly SitCom that's so loaded with sugary pap that it's causing violent medical reactions among diabetics who don't even watch the show ...which features a very small kid with a very large "cuteness quotient" who makes everyone laugh with his cloying little-boy wit ...and who's rapidly becoming a—

# WEB\*STAR

ARTIST: ANGELO TORRES

\* TV NETWORK

WRITER: LARRY SIEGEL

I'm Gorge Slobadopolus, a former Pro-Football star who's now a Sports Announcer! Not long ago, an old teammate of mine ...Travers Short ...and his wife died, leaving me with the closest thing to their hearts ...their autographed picture of Howard Cosell—WITHOUT his toupee! They ALSO left me their KID!!

I'm Gorge's wife, Saccharine! I'm a female Consumer Advocate who's every bit as good as Ralph Nader! Actually, when I look at Gorge's waistline, I'm not so sure I advocate what HE consumes! Uh—as you can see, I'm also every bit as FUNNY as Ralph Nader ...!

Anyway, Saccharine and I adopted Travers' kid, who has got to be the cutest...most huggable...most adorable half-pint on Earth...!

And here he comes NOW—the 1980's Black male answer to Shirley Temple!

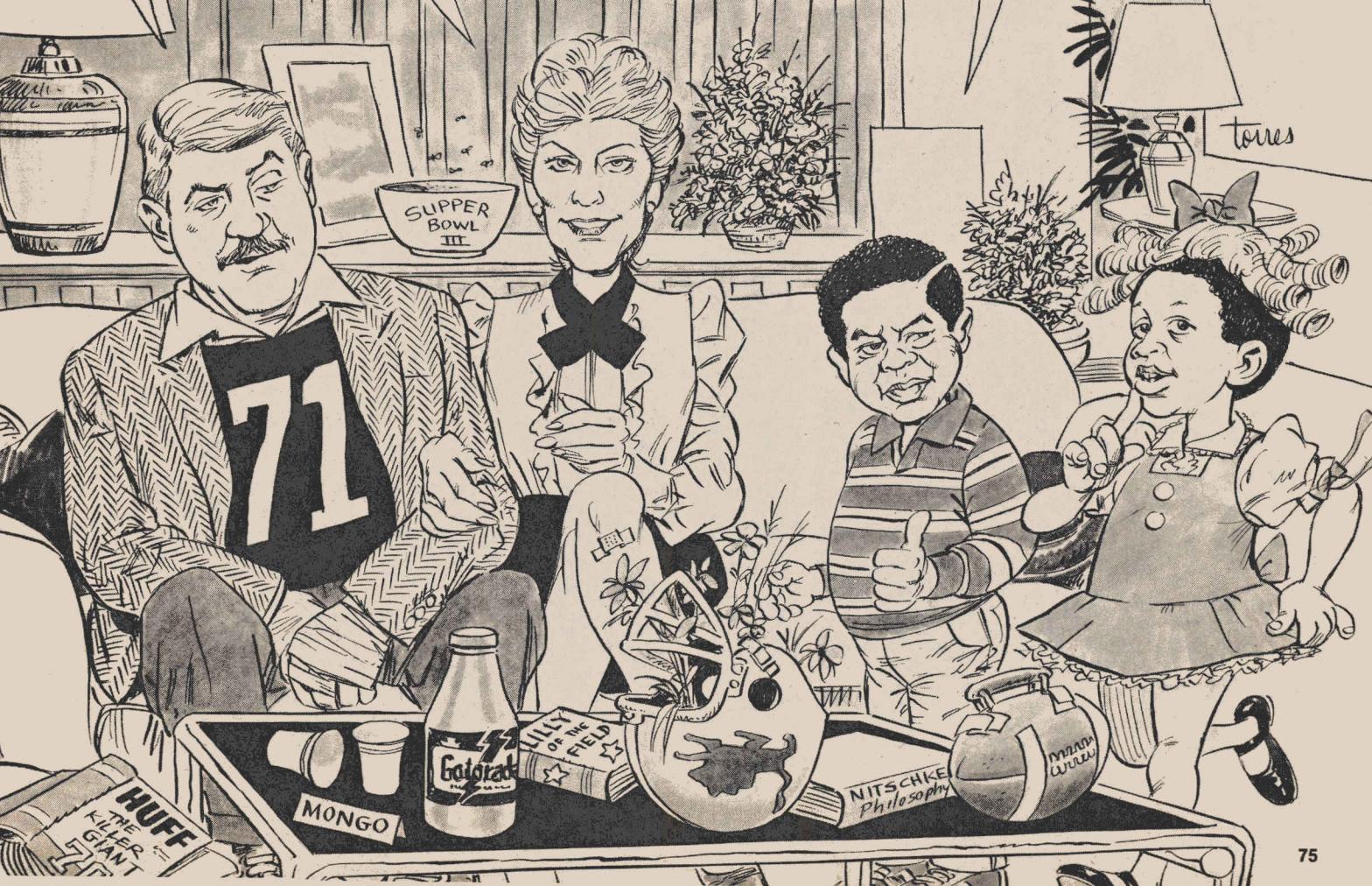
Hi, folks! You want cute? Push my dimples and my eyes light up! You want cute? Jab my belly-button and I honk like a car! You—

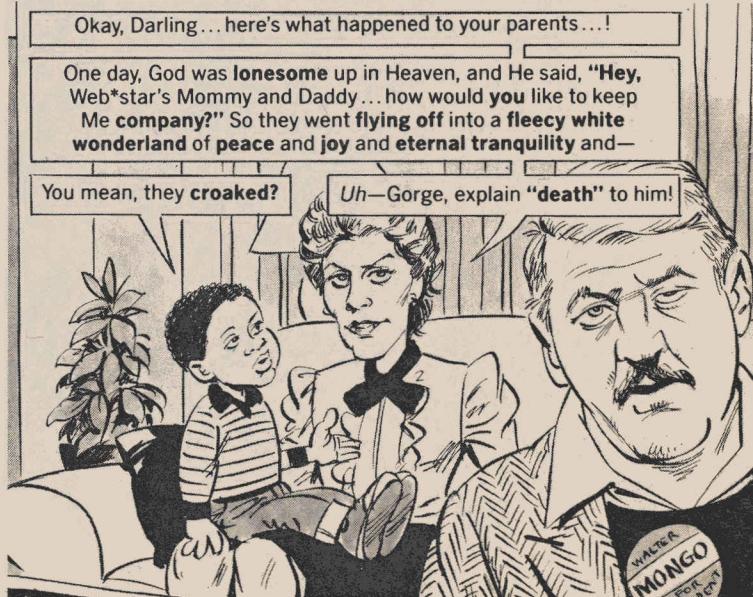
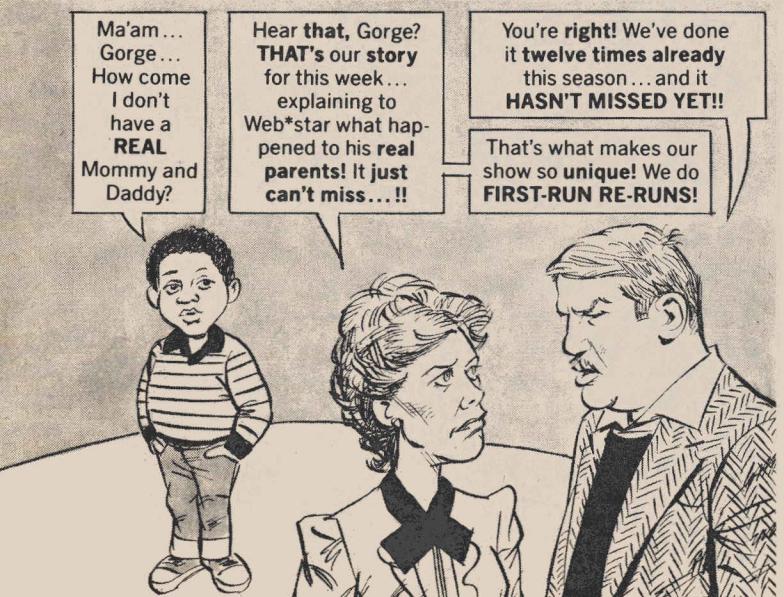
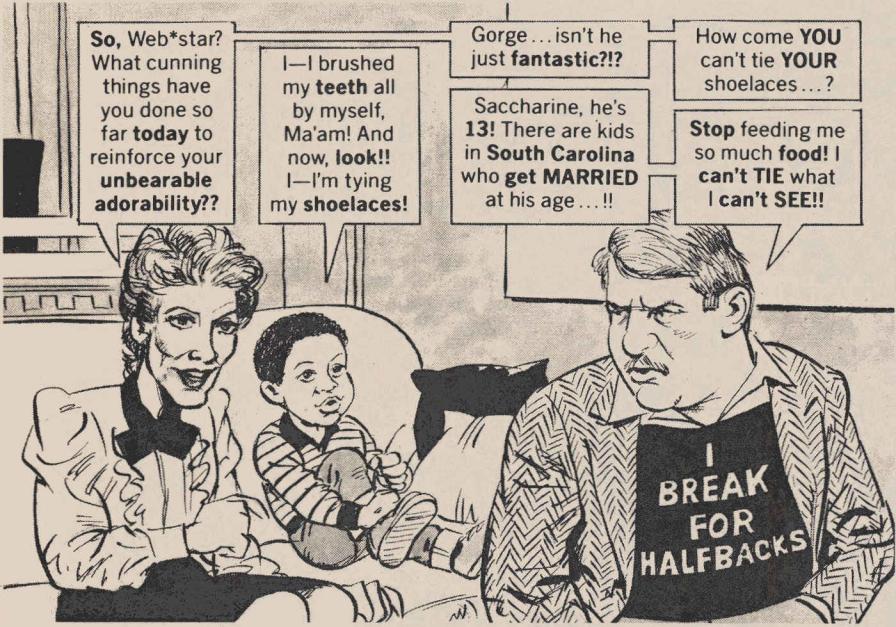
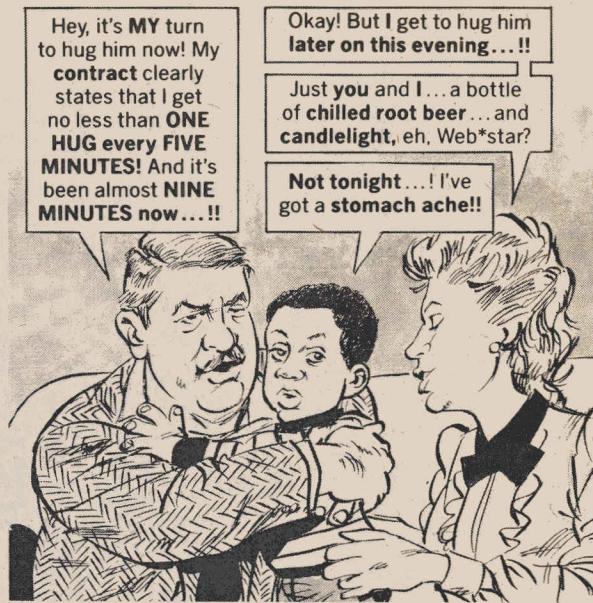
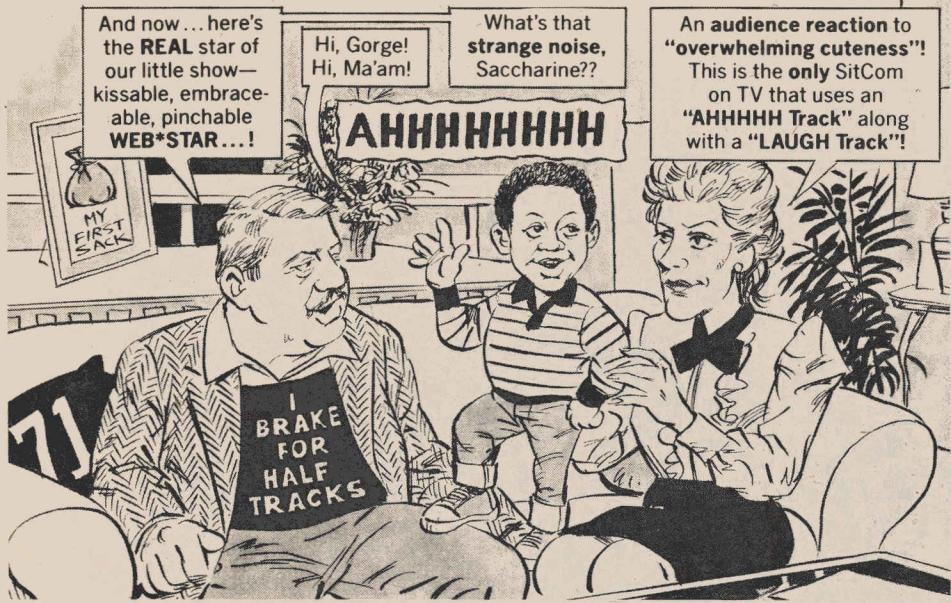
Arnuld, will you get out of here?! You're in the wrong house—and the wrong SitCom!

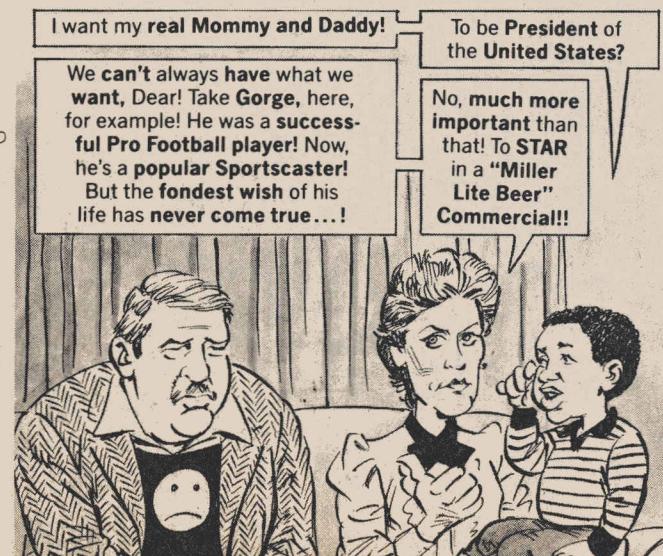
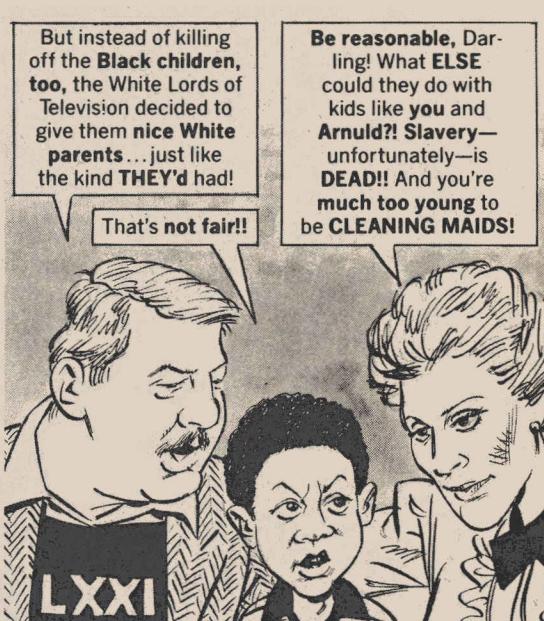
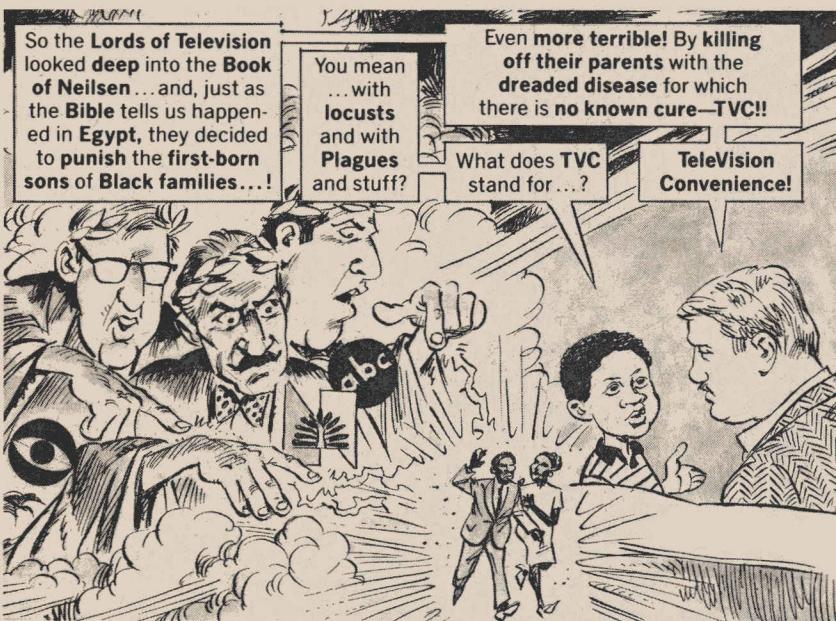
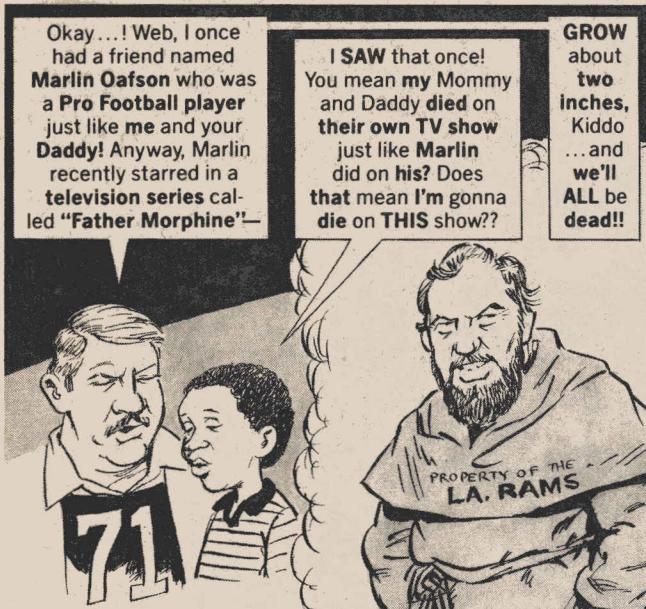
Hold it, Buster ...! You described "small, Black, adorable and adopted!" That's ME! There's no one else on Earth who's smaller, Blacker or more adorable than I am!!

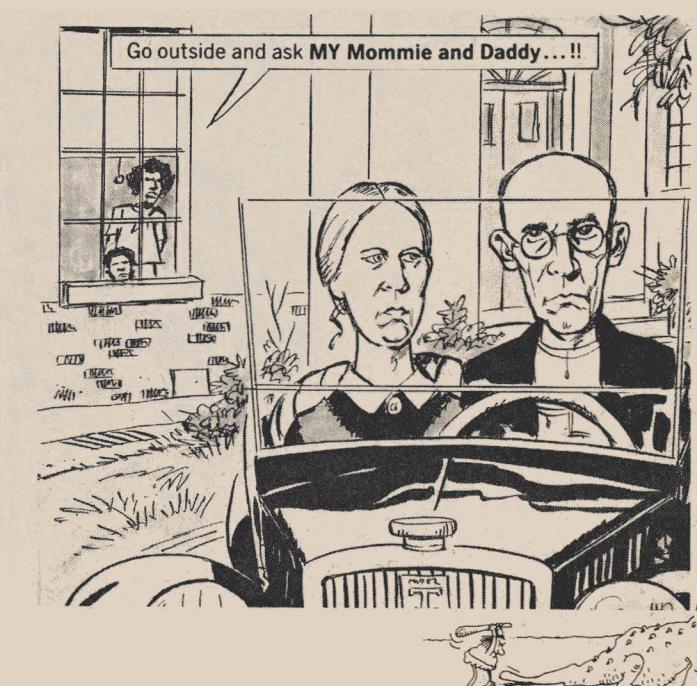
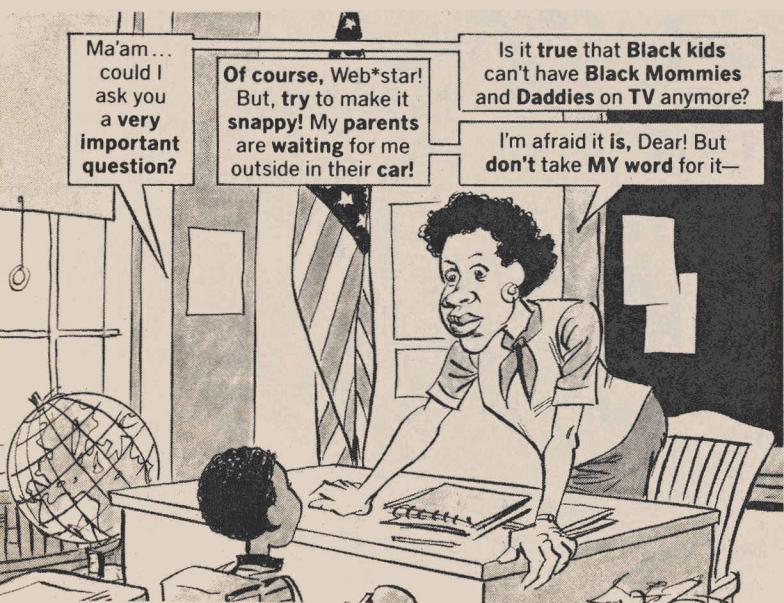
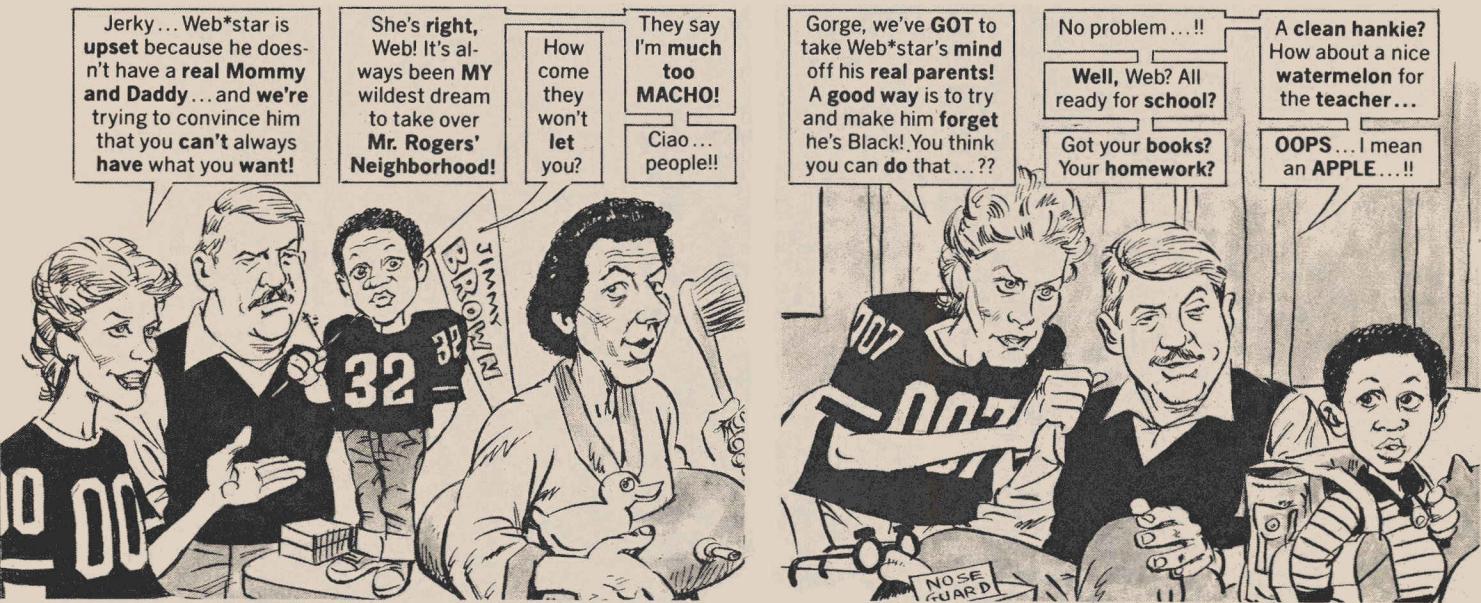
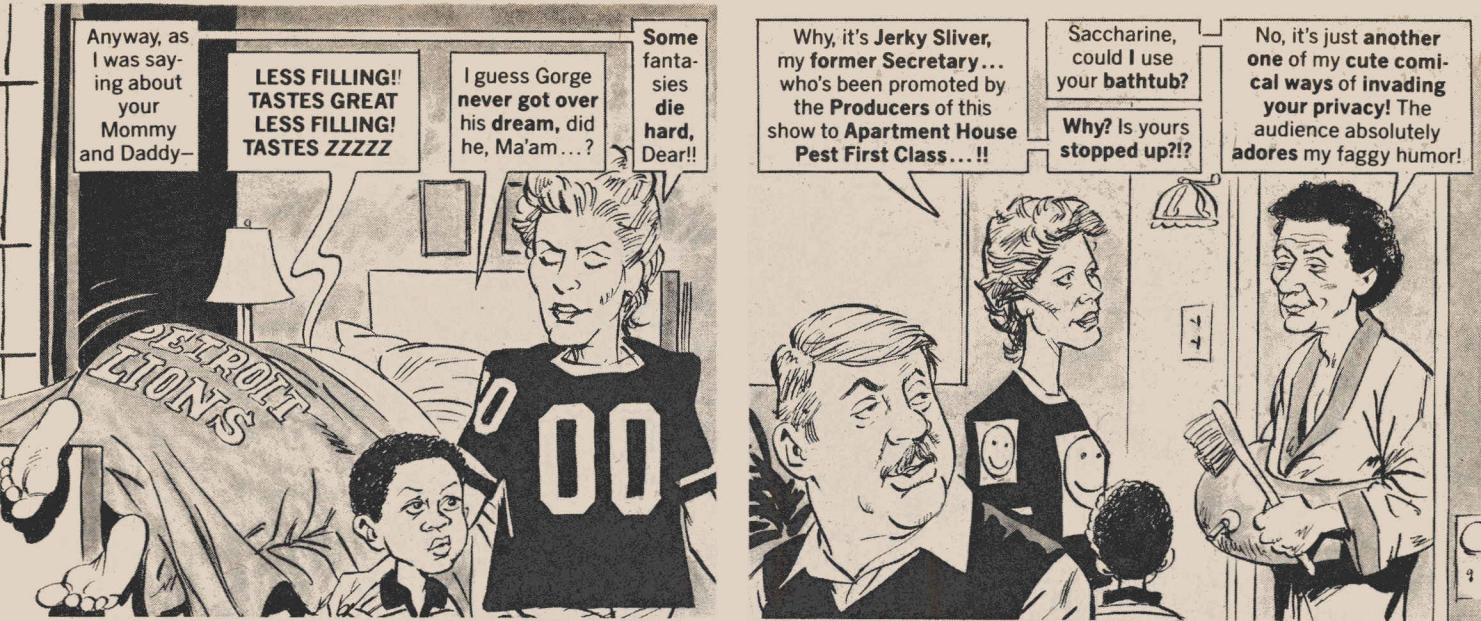
On the goo-ood ship Lollipop—

Except HIM! Next to Web\*star, I'm about as cute and as cuddly as MOSES MALONE!









I guess  
Web\*star's  
problem  
was more  
serious  
than we  
thought!!

Do you realize it's  
been **three days** now  
since he disappeared?!  
We may **never** see him  
again! I'm going out  
of my mind with worry!

Me, too! But life must **go on**,  
Honey! That's why I thought  
it would be a **good idea** for  
us to **adopt ANOTHER kid**...!

**RING!**

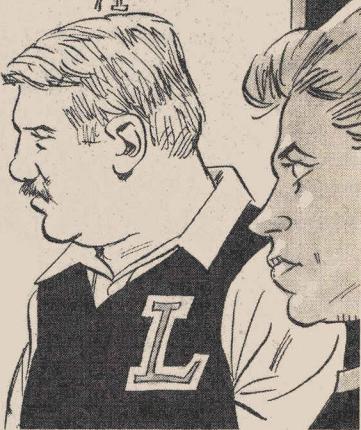
That must be the  
guy I'm expecting!

Hi, folks! I'm from  
the "TV Black Kids  
Orphanage"! I under-  
stand you might be  
in the market for  
an **adoption**...?

That's  
right!  
What've  
you  
got...?

Just about the **greatest**  
collection of old **TV**  
series' kids you've ever  
seen! They **USED** to have  
parents, of course...  
but **you** know the **rules**—

71



We have available the kids from "Good Ol' Times" ... the bunch from "What's Happened?" ... the son from "Sanforized And Son" ... You name 'em ... we got 'em! What quality are you looking for in a Black kid...??

Mainly, **CUTE** ... which **THESE** kids **AREN'T!** So **FORGET IT!!**



Well, Saccharine ... it looks like **nobody** will ever replace **Web\*star!**

Right! And we'll never see him again! All we have left are wonderful wonderful memories!

**RRINNG**

I'll get it!



It's Web\*star!!!  
Ma'am! Gorge!  
Guess what?!!  
I found my  
DADDY! He—  
he's **ALIVE**  
after all!!

He **changed** the way  
he **looked**, and he's  
been **too busy** making  
money to **come** for me  
... but now, I'm go-  
ing home with him!!  
I'm gonna live with  
my **REAL DADDY**... !!

My old teammate Travers  
Short is **ALIVE**?! That's  
**GREAT**, Web\*star ... but  
you **KNOW** you can't have  
a **Black Father** on **TV**!!  
They'll kill him off...  
just like they killed  
off all the **OTHERS**... !

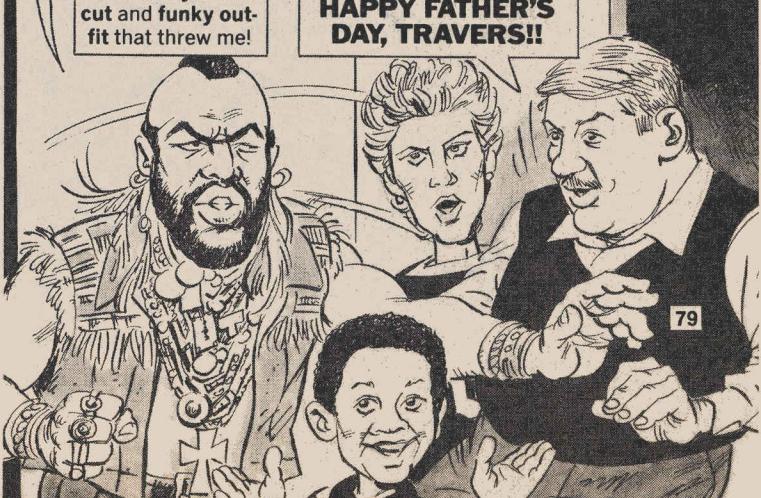


Who's gonna kill **WHO**?

**MR. T!!** Now I get  
it! "T" stands for  
Travers! I **KNEW**  
you looked famili-  
iar on **TV**! It's  
that crazy hair-  
cut and funky out-  
fit that threw me!

**WHO** can't have a **Black**  
son on **TV**, Honky...??

Well... speaking for **my-  
self**, my wife, the heads  
of the **three networks**—  
and all the **White TV**  
viewers in the country,  
**HAPPY FATHER'S  
DAY, TRAVERS!!**



# MAD'S ALL-INCLUSIVE DO-IT- NATIONAL ENQU

D E

Reveal Shocking Facts About

A, B or C

## NATIONAL ENQUIRER

C 'S

Personal  
Tip On How  
To Stop

A

Startling New  
Discovery!!

A

May Prevent

B

Exclusive  
Photos Of

C 'S

Secret

Hideaway

E

Liz Taylor's Secret Affair With

C

WARNING!

A

Can Cause

B !!

PHOTO  
OF  
C

Government  
Report Cites  
Increase In  
A, B, or D



PHOTOS: UPI

# YOURSELF JURER COVER

**HERE'S YOUR  
CHANCE TO  
BE AN EDITOR  
AND MAKE  
SENSATIONAL  
HEADLINES ...  
JUST LIKE THE  
REAL THINGS!!**

## A (ACTIVITY)

Laughing  
Nose-Picking  
Boozing It Up  
Group Sex  
Shopping  
Whistling  
TV Watching  
Snoring  
Gum Chewing  
Jogging  
Belching  
Humming  
Reading  
Gambling  
Squinting  
Giggling  
Smoking  
Gossiping  
Hog-Calling  
Spitting

## B (AFFLICION)

Cancer  
Premature Aging  
Alcoholism  
Acne  
Senility  
Hives  
Herpes  
Hoof & Mouth Disease  
Asthma  
Diarrhea  
Unwanted Facial Hair  
Flat Feet  
Obesity  
Chafing  
Bad Breath  
Small pox  
Pregnancy  
Hypertension  
Amnesia  
Terminal Hiccups

## C (CELEBRITY)

President Reagan  
Muhammad Ali  
Loni Anderson  
Ed Asner  
Victoria Principal  
Burt Reynolds  
Benji  
Nancy Reagan  
YasserArafat  
Princess Di  
Eleanor Roosevelt  
Barbara Walters  
Too Tall Jones  
U.S. Senator  
Charles Manson  
Zsa Zsa Gabor  
The Kennedys  
Margaret Thatcher  
Roger Staubach  
Bela Lugosi

## D (GROUP)

Aliens  
Vegetarians  
Tourists  
Chiropractors  
Winos  
Sadists  
Con Artists  
Insurance Salesmen  
Drug Addicts  
Missionaries  
Telephone Operators  
Ventriloquists  
Astronauts  
Bureaucrats  
Transsexuals  
Professional Athletes  
Prostitutes  
Prisoners  
Born-Again Christians  
Politicians

## E (PLACE)

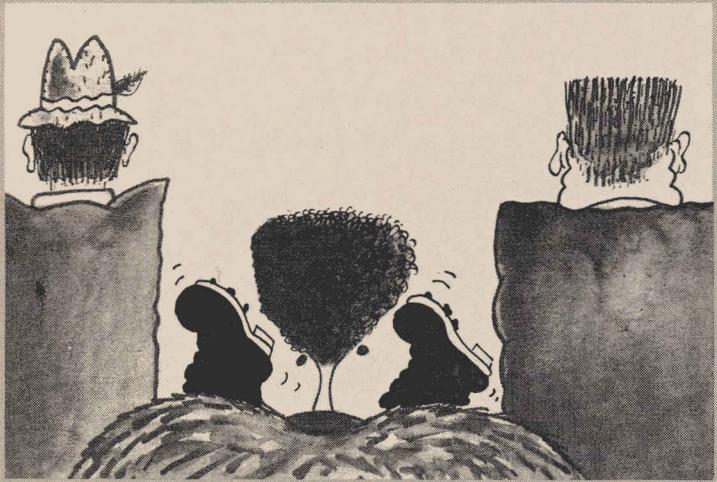
In Scranton, Pa.  
On Mars  
On Mt. Everest  
On Loch Ness  
At Cape Canaveral  
On Lake Erie  
In Newark  
On Guam  
In Louisiana  
In The Bermuda Triangle  
In Yankee Stadium  
On Iceland  
In The Waldorf Lobby  
In Cleveland  
On Mt. Rushmore  
On Easter Island  
In The Pentagon  
On The Jersey Turnpike  
On The N.Y. Subways  
In Pay Toilets

SHORT-SIGHTED DEPT.

# THE PASSION

...AS SEEN

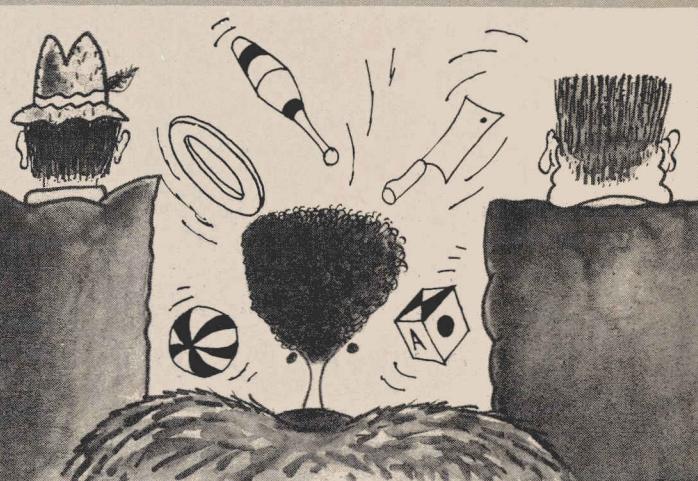
BEHIND  
VERY TALL



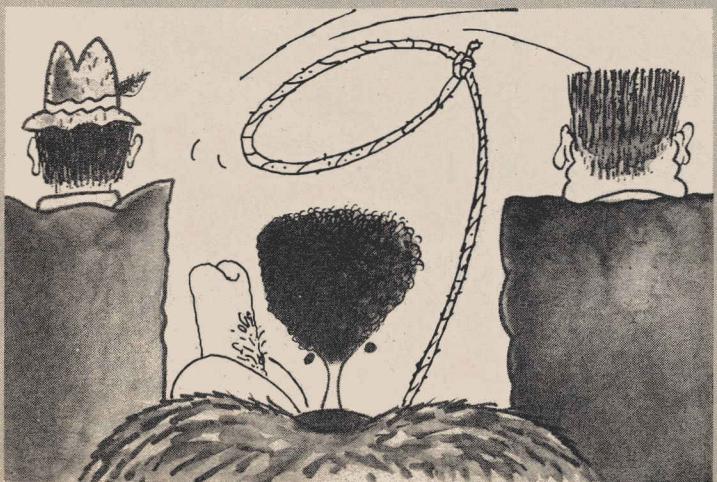
**The Red Square May Day Parade**



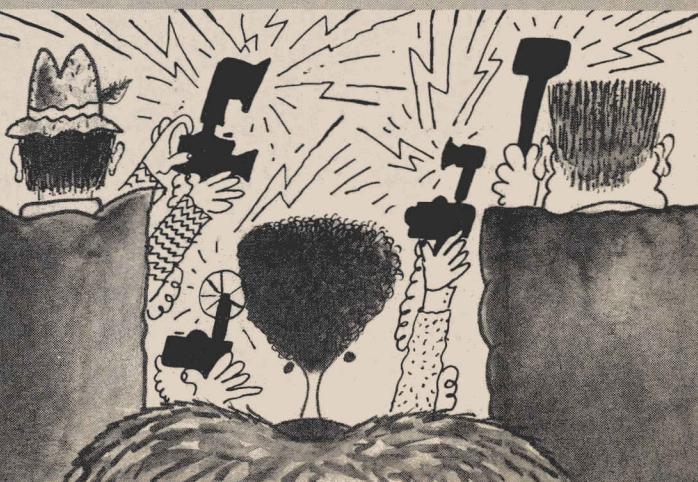
**The Pinkoosie H.S. Marching Band Parade**



**The Ranklin-Bokum-Baskum Circus Parade**



**The Annual Calgary Stampede Rodeo Parade**



**The Oscar Awards Celebrity Parade**

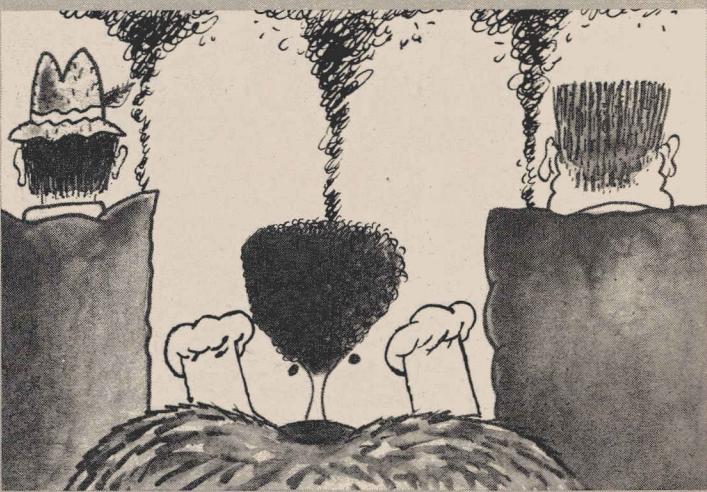
# ING PARADE

## EN FROM

### ND A

#### L CROWD

WRITER AND ARTIST: PAUL PETER PORGES



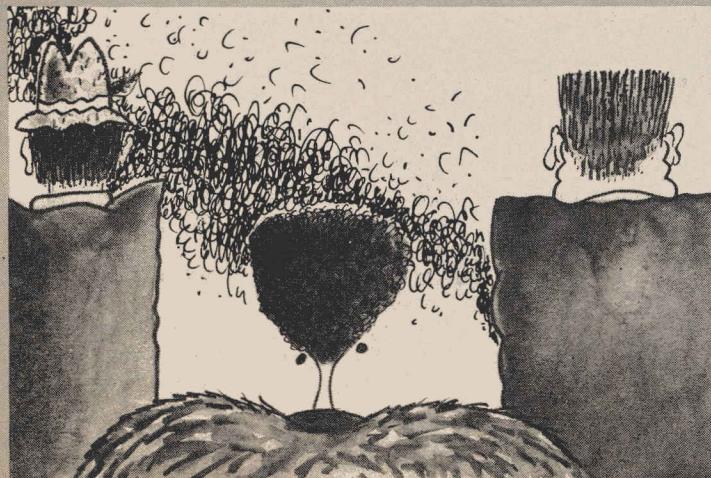
**The Parade Of Bar Mitzvah Flambé Desserts**



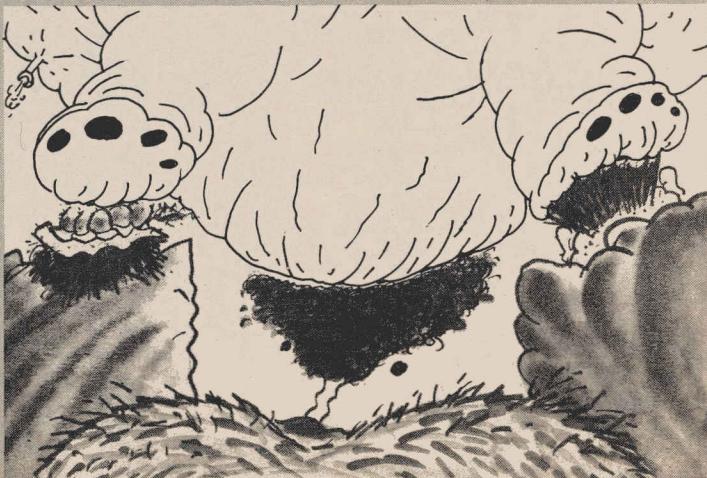
**The New Orleans Mardi Gras Parade**



**The Annual Rotorua Antique Car Parade**



**The Entrance Of The Olympic Flame**



**Macy's Annual Thanksgiving Day Parade**

Today, the U.N. isn't working, wars are breaking out everywhere, and peace is as elusive as it ever was. The basic differences between the peoples of the world just cannot seem to be resolved. To illustrate this fact, MAD recently did some

# IT'S A MAD,

## **IF THEIR NATION PRODUCED AN ATHLETE WHO COULD RUN A THREE-MINUTE MILE...**



...the CZECHS would send him to the Olympics accompanied by fifty bodyguards to make sure he couldn't try to defect to the West.

...the UGANDANS would never find out how fast he could run because nobody has a watch.

...the VIETNAMESE would assign him to pulling the Communist Party Chairman's rickshaw.

...the AMERICANS would never even get to see him in a national track meet because an N.F.L. team would quickly sign him up for a million bucks a year... as a "punt returner."

## IF A RECESSION CAUSED ONE-THIRD OF THE NATION'S WORKERS TO BE UNEMPLOYED ...

...the EGYPTIANS would hail it as a great step forward, because two-thirds of their nation's workers have been unemployed for years.

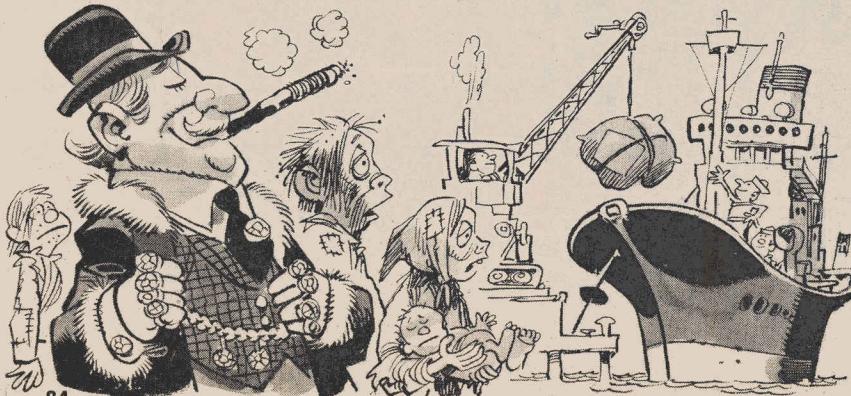
...the CANADIANS would cut the rate by encouraging their unemployed to move to Detroit or to Buffalo and be unemployed there instead.

...the CAMBODIANS would shoot everyone without a job as a traitor, then proudly announce that the country had achieved full employment.

...the AMERICANS would put half of their unemployed labor force to work processing the welfare application papers of the other half.



## **IF THE NATION'S FARMERS PRODUCED A SURPLUS OF WHEAT HARVEST...**



...the BRAZILIANS would sell it overseas so wealthy land owners could afford to build bigger mansions while the peasants starved.

...the FRENCH would find a way of making a new and exciting vintage wine out of it.

...the RUSSIANS would stop buying grain from the U.S. after announcing that they'd just discovered Americans are Imperialists.

...the AMERICANS would give it away free to emerging Third World nations so that the poor people all around the U.S. would still have to pay \$1.59 for a lousy box of cereal.

research to determine exactly how we Americans and the peoples of other cultures and nations around the world might react to a series of possible events. And the results... which came as no surprise to us... only goes to prove the old adage:

# MAD WORLD!

ARTIST: JACK DAVIS

WRITER: TOM KOCH



## IF MORE THAN TWO PEOPLE WERE OBSERVED TOGETHER ON A STREET CORNER...



...the LIBYANS would form a bigger group so they could all chant anti-American slogans.

...the JAPANESE would take their pictures because such gatherings must always be recorded on film to be treasured in years to come.

...the RUSSIANS would hold them for questioning because people who talk to each other may be saying something bad about the State.

...the AMERICANS would conduct a public opinion poll among them to determine what TV shows the entire USA will watch next season.

## IF TRAFFIC IN A COUNTRY'S LARGEST CITY BECAME COMPLETELY UNCONTROLLABLE...

...the ITALIANS would remove all the stop lights, and give a medal to every pedestrian and motorist who was still alive a year later.

...the BRAZILIANS would abandon that old city and build a new one, where the traffic would also become completely uncontrollable.

...the MEXICANS would put a lot more old buses and gasping taxis on the streets in an effort to bring traffic to a final standstill.

...the AMERICANS would attack the problem by spending billions to construct a new interstate highway... between Denver and Cheyenne.



## IF A WORLD'S FAIR WERE HELD IN A NEUTRAL, DEVELOPING NATION...



...the RUSSIAN exhibit would feature rosy-cheeked peasant dancers who were really secret agents who'd come to start a revolution.

...the NORWEGIAN exhibit would feature Lappland handicrafts such as crocheted earmuffs... which absolutely no one would go to see.

...the SPANISH exhibit would be completed a little behind schedule, and would open two months after the rest of the fair had closed.

...the AMERICAN exhibit would feature "The Fantastic Industrial Computer Of The Future" ... which would blow out every single fuse in the host country the minute it was plugged in.

## IF A SMALL GROUP OF PEOPLE DISAGREED WITH GOVERNMENT POLICY...



...the NICARAGUANS would name them "The Popular Front for the Oct. 11th Revolution."

...the IRANIANS would call them American Spies and order them all shot before sundown.

...the RUSSIANS would find them mentally disturbed and send them away for forty years of intense psychiatric treatment in Siberia.

...the AMERICANS would organize them into a committee headed by Jane Fonda or Ed Asner.

## IF THEIR NATIONAL TEAM WON THE WORLD SOCCER CUP...

...the ARGENTINIANS would hold a month-long wild celebration, during which the city of Buenos Aires would be totally destroyed.

...the BULGARIANS would put out a special series of 38 commemorative postage stamps.

...the GUATAMALANS would use the victory as a good excuse to go to war with Honduras.

...the AMERICANS would read all about it in a big three-line story on the sports page ...under the "High School Basketball Scores."



## IF A TRAIN CAPABLE OF TRAVELING 500 MILES AN HOUR WERE DEVELOPED...



...the ITALIANS would run it from Rome to Istanbul at ten miles an hour because they feel the trip is more romantic at that speed.

...the ISRAELIS would run it from Tel Aviv to Jerusalem in six minutes because they really don't have anywhere else they can run it.

...the RUSSIANS would run it underneath the ground so no one else would know they had it.

...the AMERICANS would assign it to Amtrak, which would derail it, or park it on a siding outside Chattanooga and misplace it forever.

## IF A LONG WEEK-END WERE SCHEDULED TO MARK THE NATION'S INDEPENDENCE DAY...

...the AUSTRALIANS would all celebrate by playing endless rugby matches until everyone in the country had at least one fractured arm.

...the RUSSIANS would all celebrate by going down to Red Square to silently watch this year's thrilling "Tractors and Tanks" parade.

...the EAST GERMANS would all celebrate by picnicking in the countryside, and then trying to sneak under the fence to West Germany.

...the AMERICANS would all celebrate by having 987 people killed in highway accidents.



## IF ZAMBIAN TROOPS INVADED ZIMBABWE...



...the FRENCH would sell both sides as many guns and planes as they could pay for in cash.

...the BRITISH would announce that Her Majesty's Navy is rushing to the troubled area, and should arrive there in about two months.

...the RUSSIANS would declare their neutrality, and then dispatch the entire Cuban army to the battlefield to create additional chaos.

...the AMERICANS would threaten to boycott the Olympics if they are ever held in Zambia.

## IF THE COUNTRY'S LEADER WAS SCHEDULED TO DELIVER A TV ADDRESS AT 8 P.M....

...the CHINESE would all miss it because they'd all be out spying to make sure their neighbors were watching, as required by law.

...the HAITIANS would fear the worst, and 7000 would flee in leaky boats before 8 P.M.

...the ALBANIANS would be confronted with the burning question of the day: What's TV?

...the AMERICANS would give the speech a TV rating of 11.6... which is better than "Father Murphy" but less than "Happy days."



## IF A WORLDWIDE PEACE TREATY WERE PROPOSED AT THE U.N....



...the IRANIANS would immediately get up and walk out, claiming that it was sacrilegious for people to stop killing each other.

...the FRENCH would wait to see how their allies voted so they could display their independence by voting the exact opposite way.

...the SYRIANS would agree to it, but only if it contained a provision to abolish Israel.

...the AMERICANS would agree to it, but only if it contained a provision to make Coca-Cola the official beverage of mainland China.

## IF A VOLCANO ERUPTED IN A SMALL, DEFENSELESS COUNTRY...

...the FRENCH would help by offering to sell defective truck parts to the starving.

...the CUBANS would assist by sending in a whole new team of espionage agents to replace those that were lost in the disaster.

...the ARGENTINIANS would overrun the place with troops, after announcing that it really belonged to them since 1768 anyway.

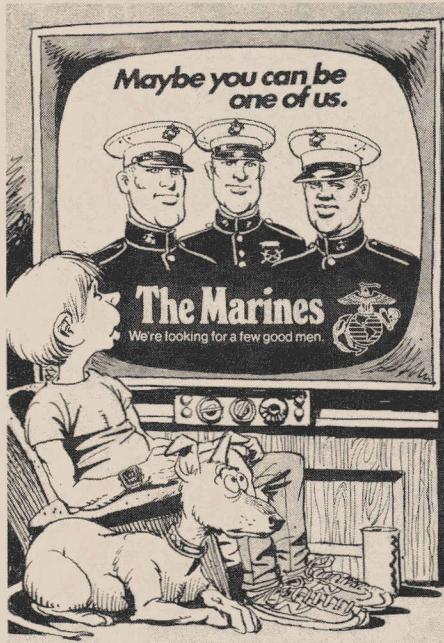
...the AMERICANS would immediately ship tons of food, clothing and medical supplies before discovering that no one in the U.S. State Department knows where the country is.



# MAD'S "EARLY W (OR... YOU'LL KNOW S

ARTIST: GEORGE WOODBRIDGE

Every other commercial on TV is an "Armed Forces Recruitment" pitch.



The "This is a test!" thing is played so often, it's listed on the top-10 charts.



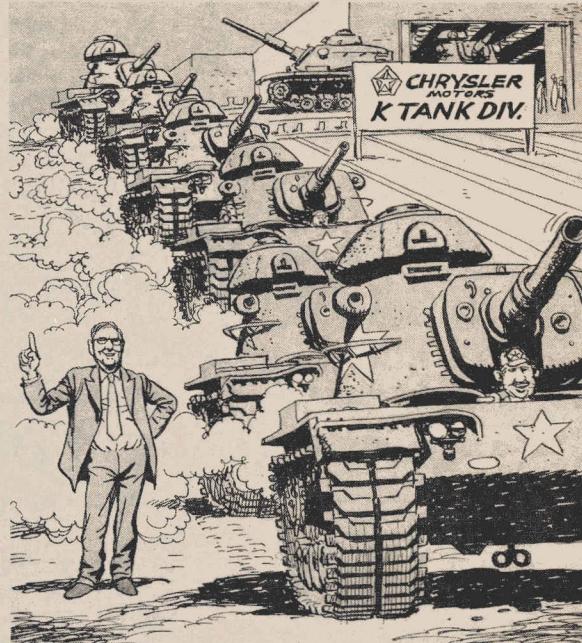
They suddenly make John Wayne's birthday a National Holiday.



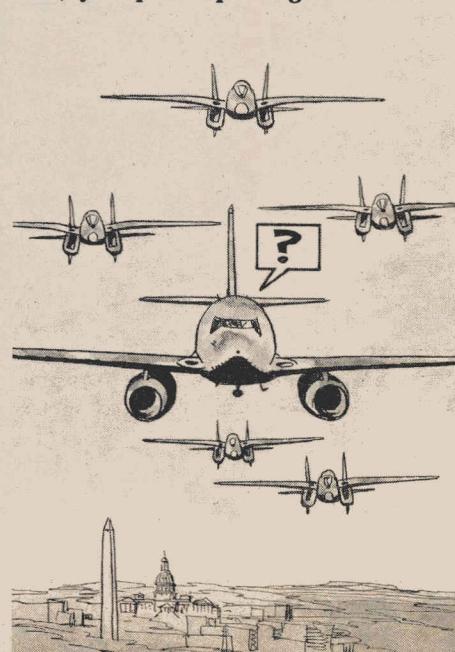
Your N.Y. to Washington, D.C. shuttle flight is painted in camouflage colors.



Lee Iacocca does a Chrysler commercial... and you notice tanks coming off the assembly line.



...and as you approach Washington, D.C., you pick up a fighter escort.

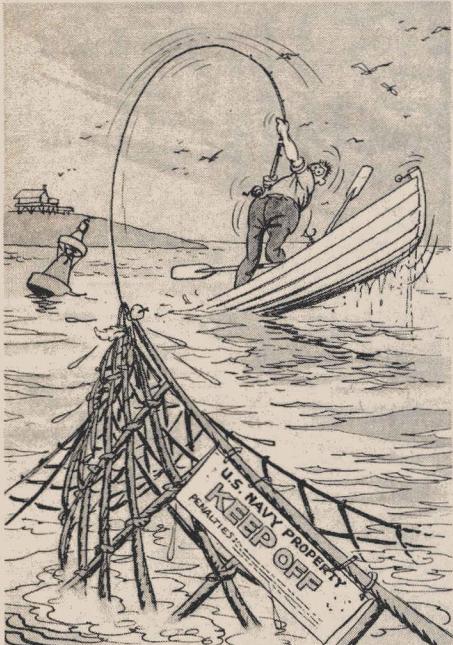


ICA AND WHEREVER? WANT TO KNOW WHEN THE "REAL THING" IS ABOUT TO HAPPEN? STUDY ...

# WARNING" SIGNS UMPTIN'S UP WHEN...)

WRITER: DON EDWING

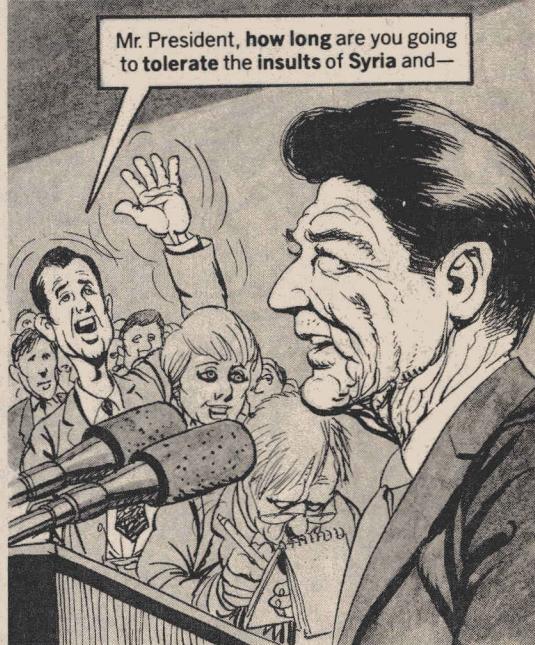
You keep snagging anti-submarine nets in your favorite fishing spot.



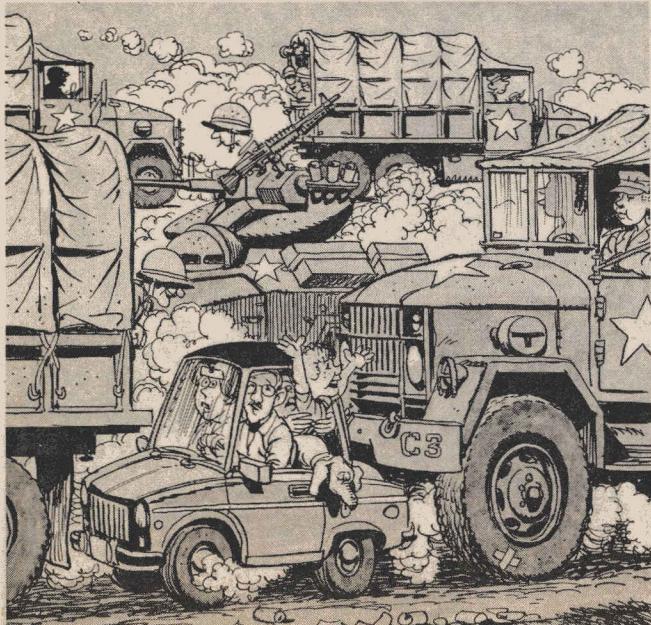
Tip O'Neill calls the President...



The President consistently calls on those hard-nosed reporters at Press Conferences.



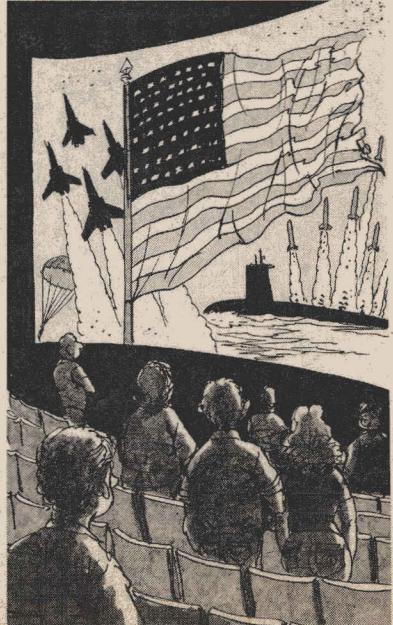
You begin to notice an awful lot of Army trucks on the highways when you take your Sunday drives.



Henry Kissinger keeps saying...



They start playing the National Anthem at the movies again.



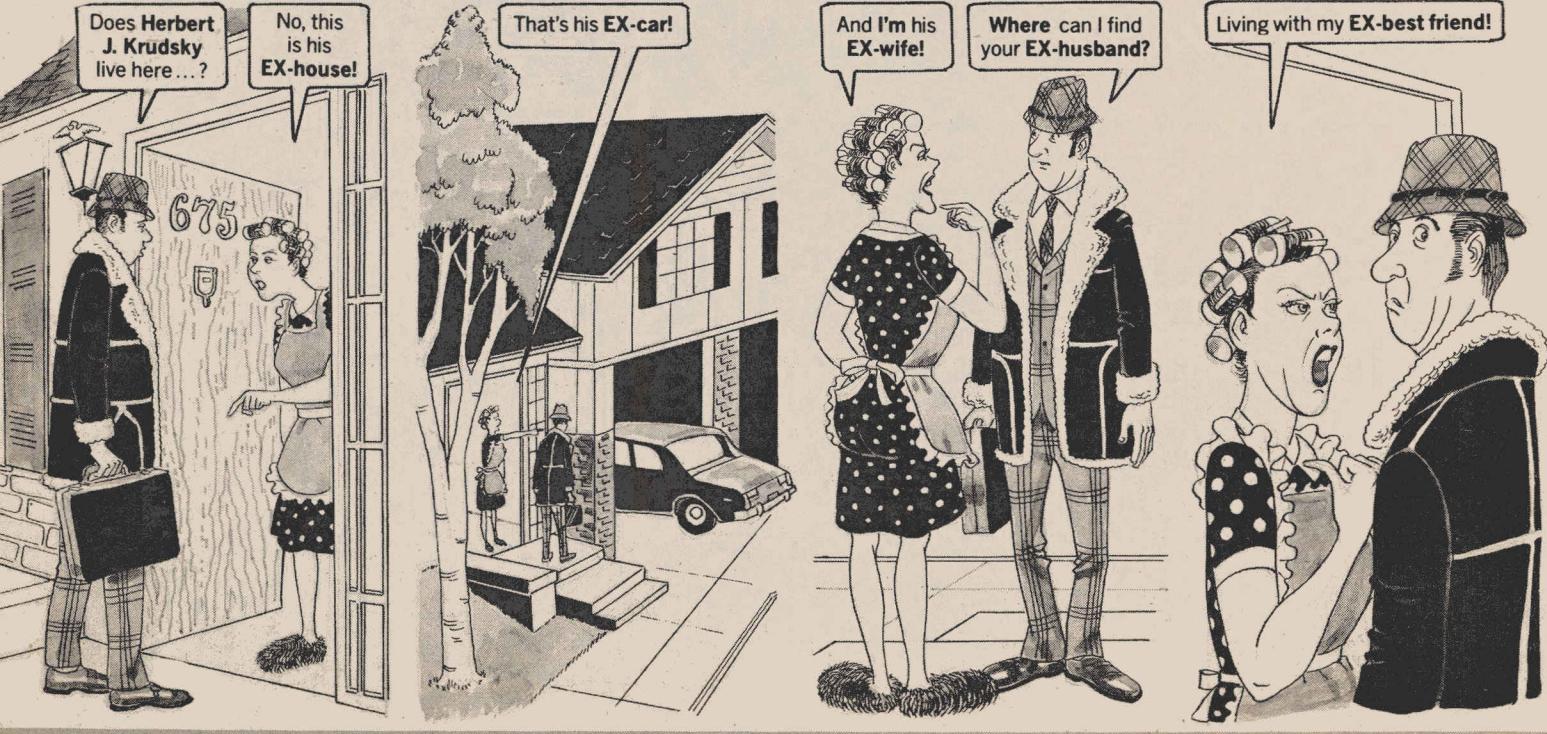
## AUTO REPAIRS



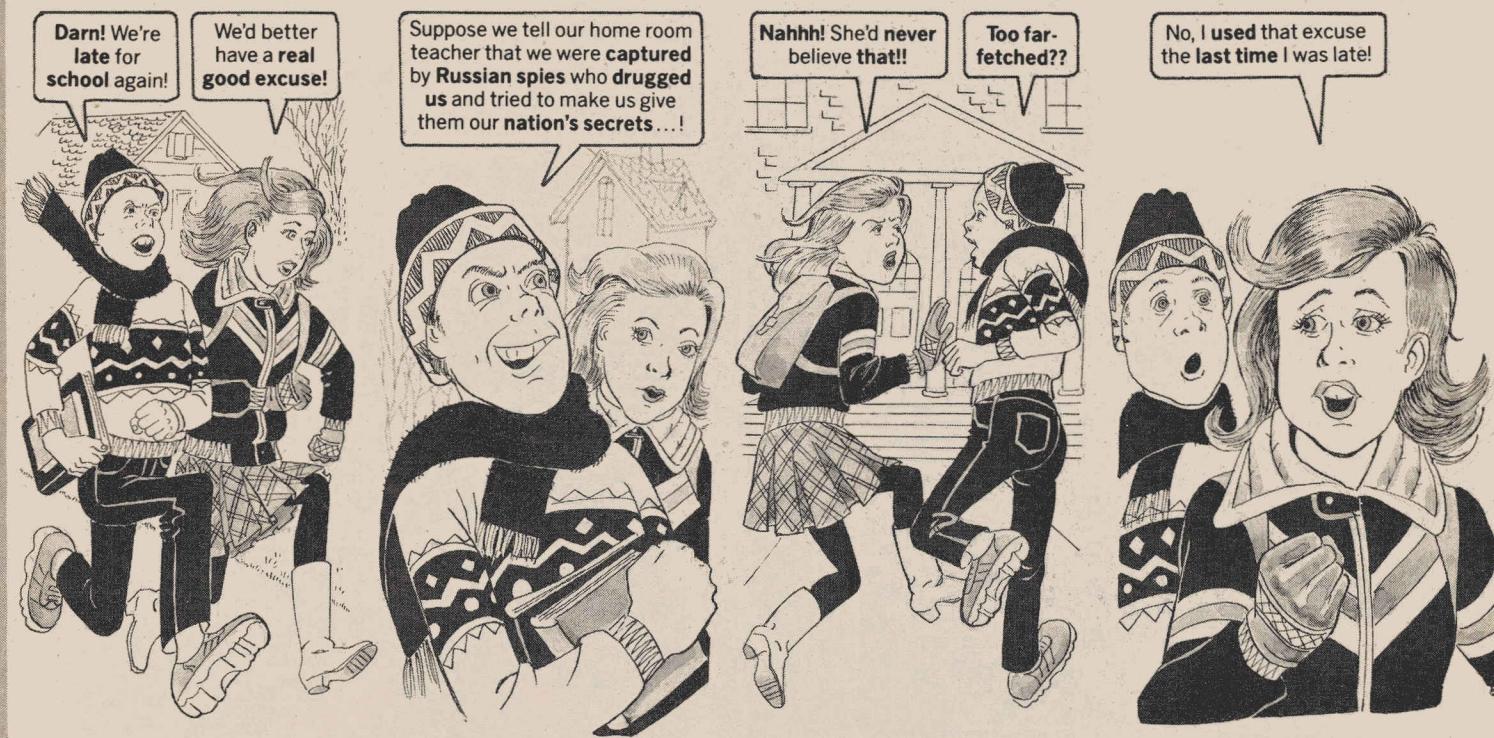
BERG'S-EYE VIEW DEPT.

# THE LIGHTE

## DIVORCE



# EXCUSES



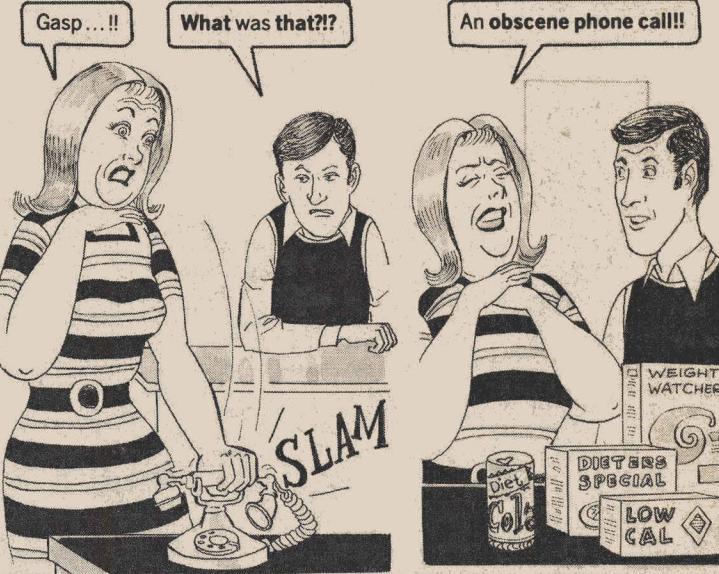
# R SIDE OF...

ARTIST & WRITER:  
DAVE BERG

## TESTS



# DIETING



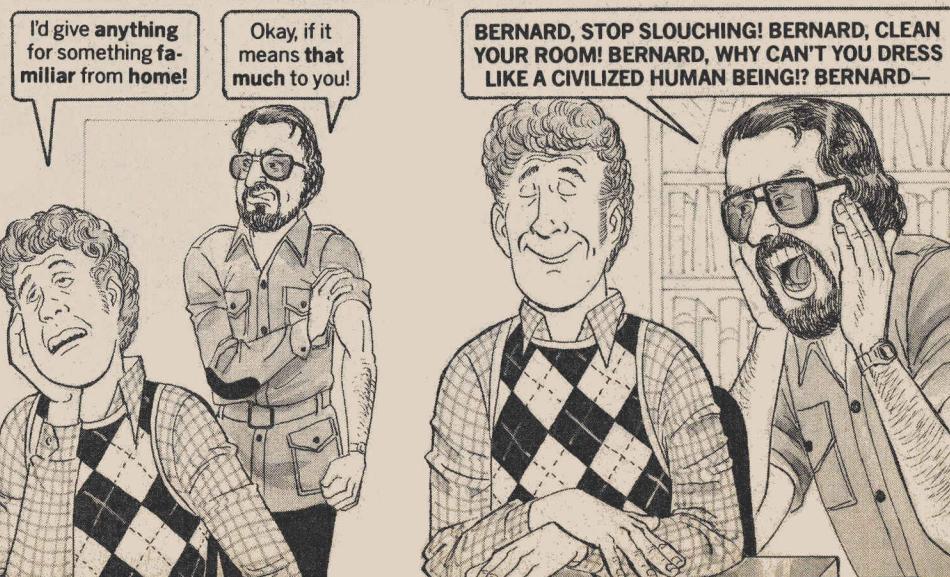
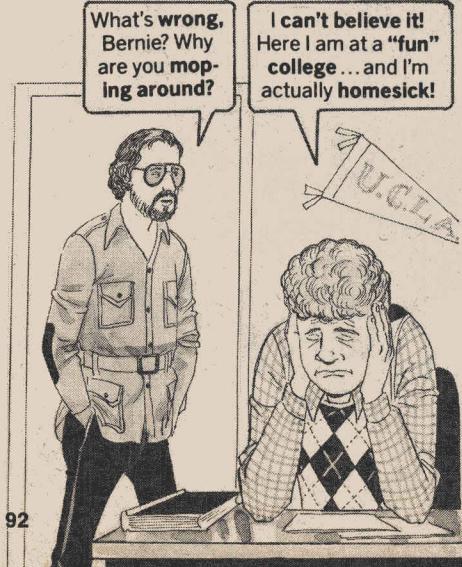
## STAYING AWAKE



## PLAYMATES



## COLLEGE



# COLD WEATHER



# COOKING



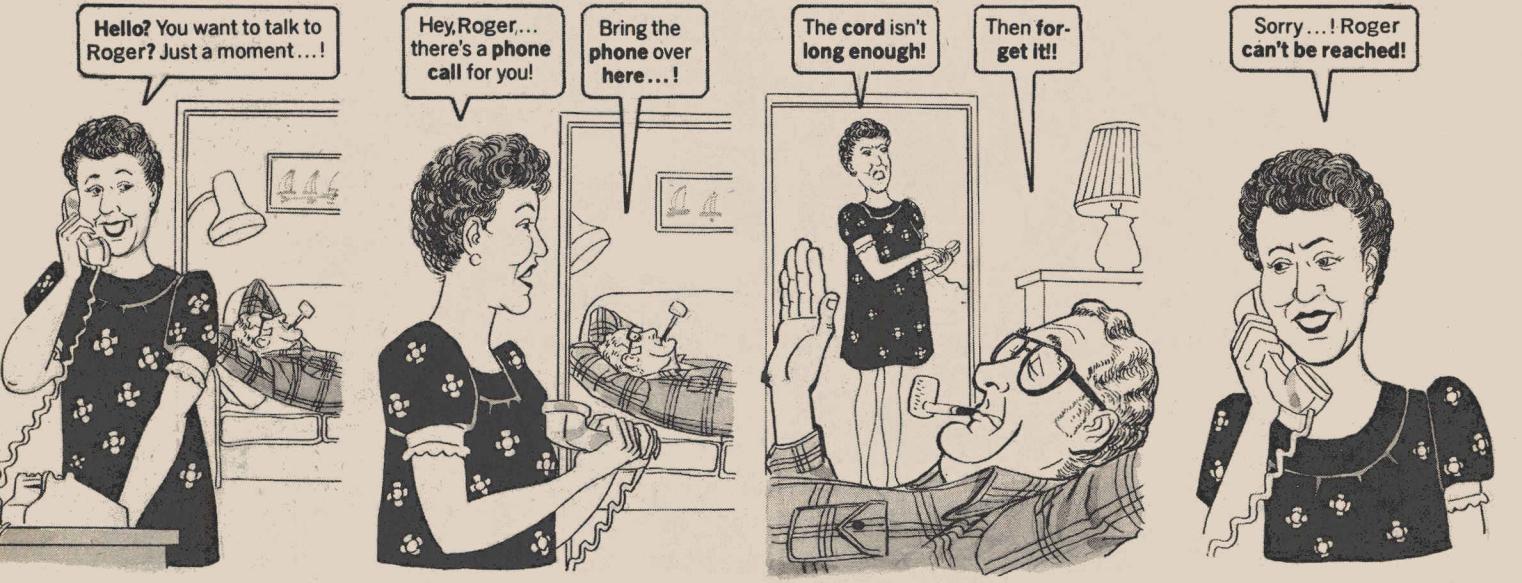
# TIME



# MOTHERS

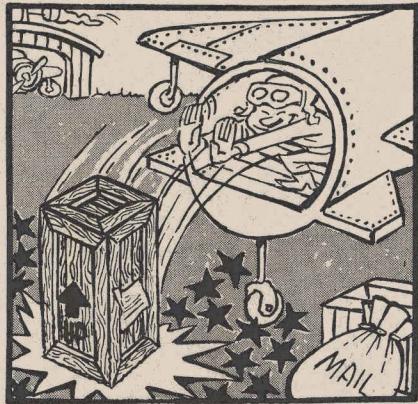
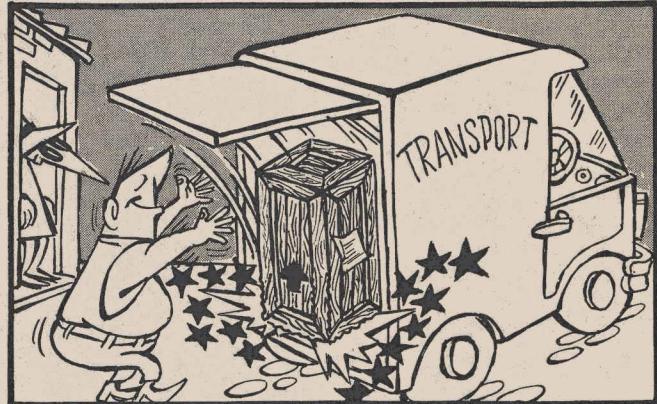
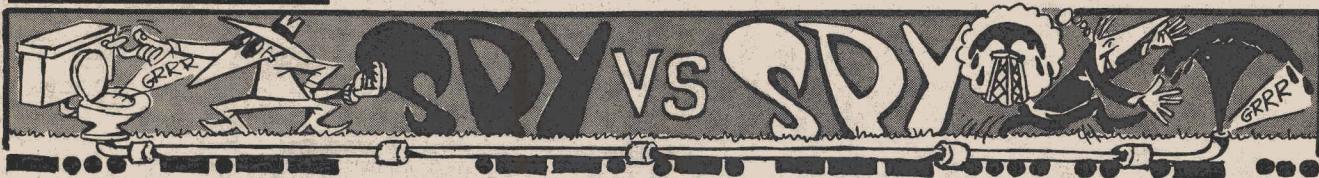


## THE TELEPHONE



## PROGRESS





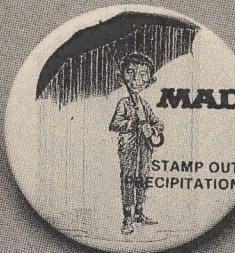
# SUBSCRIBE TO MAD!

## SAVE MONEY AND GET STUCK WITH FREE BUTTONS!

### OFFER #1

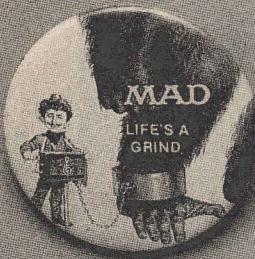
WITH A 40-ISSUE  
SUBSCRIPTION  
YOU SAVE  
**\$13.25**

OFF THE NEWSSTAND PRICE  
AND GET ALL 10 SEMI-PRECIOUS  
BUTTONS SHOWN ON THIS PAGE  
ABSOLUTELY FREE!!!  
(A \$12.50 RIPOFF RETAIL VALUE!)



OFFER #2  
WITH A 24-ISSUE  
SUBSCRIPTION  
YOU SAVE  
**\$6.25**

OFF THE NEWSSTAND PRICE  
AND GET THE FIVE SEMI-RARE  
BUTTONS SHOWN ABOVE  
ABSOLUTELY FREE!!!  
(A \$6.25 RIPOFF RETAIL VALUE!)



OFFER #3  
WITH AN 8-ISSUE  
SUBSCRIPTION  
YOU SAVE  
**A BIG 25¢**

AND WE GET STUCK WITH  
OUR SEMI-MORONIC BUTTONS!  
(DON'T BE A PINHEAD,  
GO FOR ONE OF THE  
OTHER SHARP OFFERS!)

485 MADison Avenue

**MAD**

New York, New York 10022

I enclose \$46.75\* Please send me the next 40 semi-literate issues of MAD and my 10 free MAD buttons! I love wasting money!

I enclose \$29.75\* Please send me the next 24 semi-legible issues of MAD and my five free MAD buttons! I like wasting money!

I enclose \$11.75\* Please send me the next eight semi-laughable issues of MAD and stop pushing buttons, already!

CHECK HERE IF RENEWAL

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DO YOU  
EAT GARLIC?

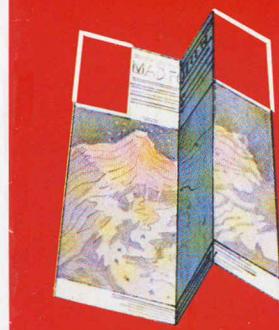
\*Outside U.S.A. (including Canada), \$15.25 for 8 issues or \$38.75 for 24 issues or \$59.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Allow 10 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

USE COUPON OR DUPLICATE

WHAT  
DREADED  
ERUPTION  
WILL  
DEVASTATE  
MILLIONS  
THIS YEAR?

HERE WE GO WITH ANOTHER RIDICULOUS  
**MAD FOLD-IN**

Every year, countless natural eruptions occur, terrifying helpless people all over the world. But one eruption is dreaded more than any other, and is almost certain to devastate millions in 1989. To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B FOLD BACK SO "A" MEETS "B"



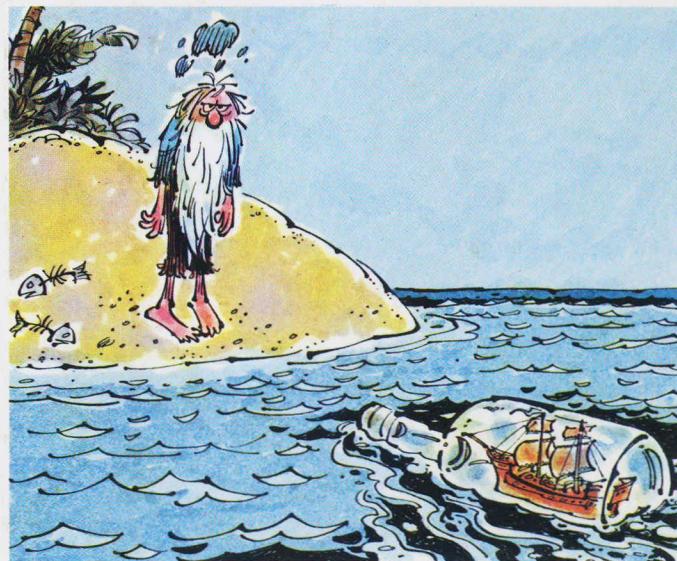
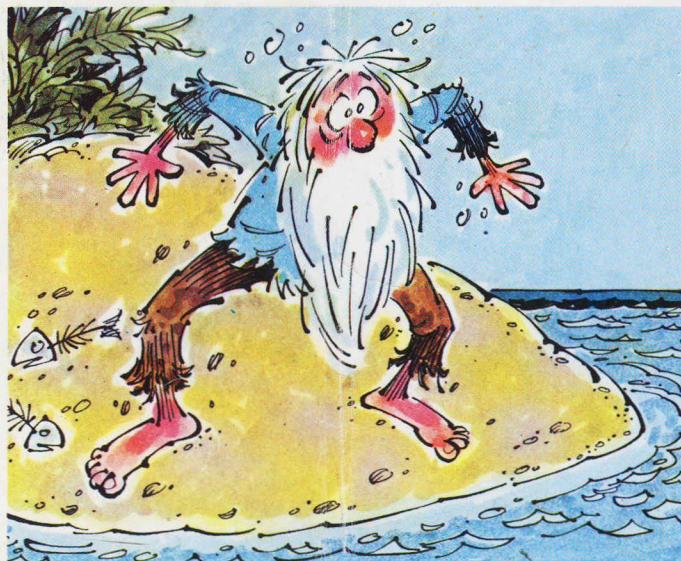
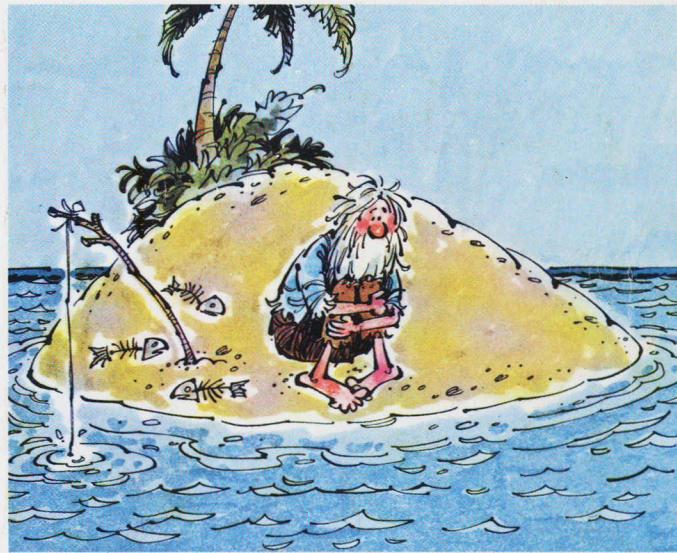
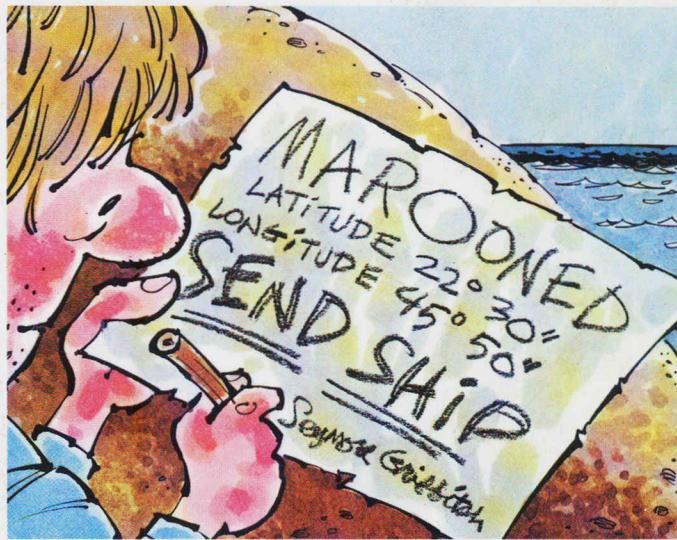
THERE ARE PEOPLE WHOSE MISERABLE LIVES ALWAYS  
TEETER ON THE BRINK OF DISASTER. WHILE SOME MANAGE  
TO ESCAPE HARM, OTHERS SEEM TO BE CONSTANTLY  
ZAPPED BY A CRUEL FATE . . . AND THEY NEVER MAKE IT!

ARTIST & WRITER:  
AL JAFFEE

A

B

# THE CASTAWAY



WHAT  
DREADED  
ERUPTION  
WILL  
DEVASTATE  
MILLIONS  
THIS YEAR?



FOLD PAGE OVER LIKE THIS!

**A** **B** FOLD BACK SO "A" MEETS "B"



THE  
TEENAGE

ARTIST & WRITER:  
AL JAFFEE

ZIT!

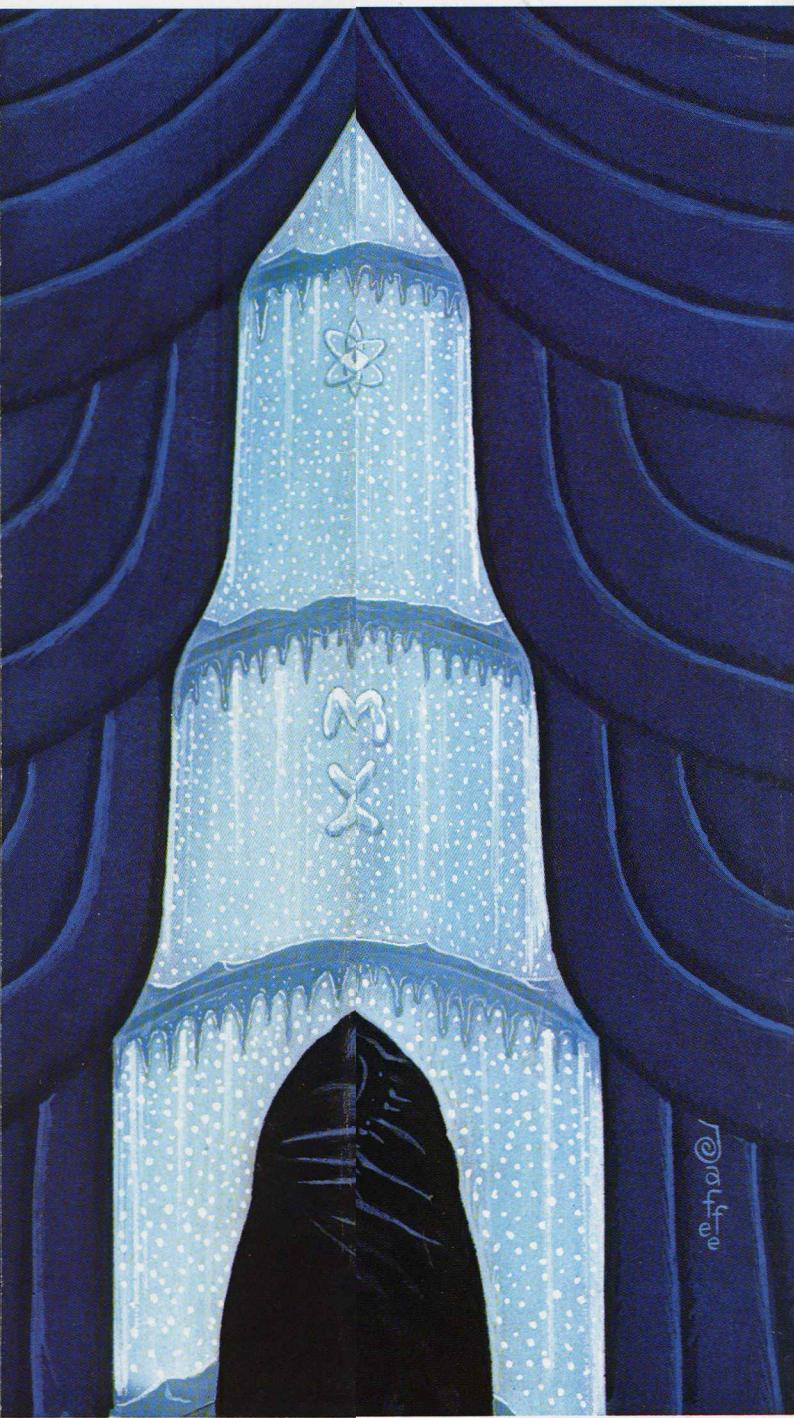
**A** **B**

WHAT IS THE  
ONE ISSUE  
THAT LEFT  
PRES. REAGAN  
ABSOLUTELY  
COLD?



FOLD PAGE OVER LIKE THIS!

**A**►**B** FOLD BACK SO "A" MEETS "B"



© 1983  
Al Jaffee

ARTIST & WRITER:  
AL JAFFEE

A NUCLEAR

FREEZE.

**A**►**B**

WHAT PARTICULAR  
SPECIES IN OUR  
ENVIRONMENT IS  
SURE TO GET  
SPECIAL  
PROTECTION  
FROM ANY WINNING  
CANDIDATE?



FOLD PAGE OVER LIKE THIS!

A>B FOLD BACK SO "A" MEETS "B"



FAT

ARTIST & WRITER:  
AL JAFFEE

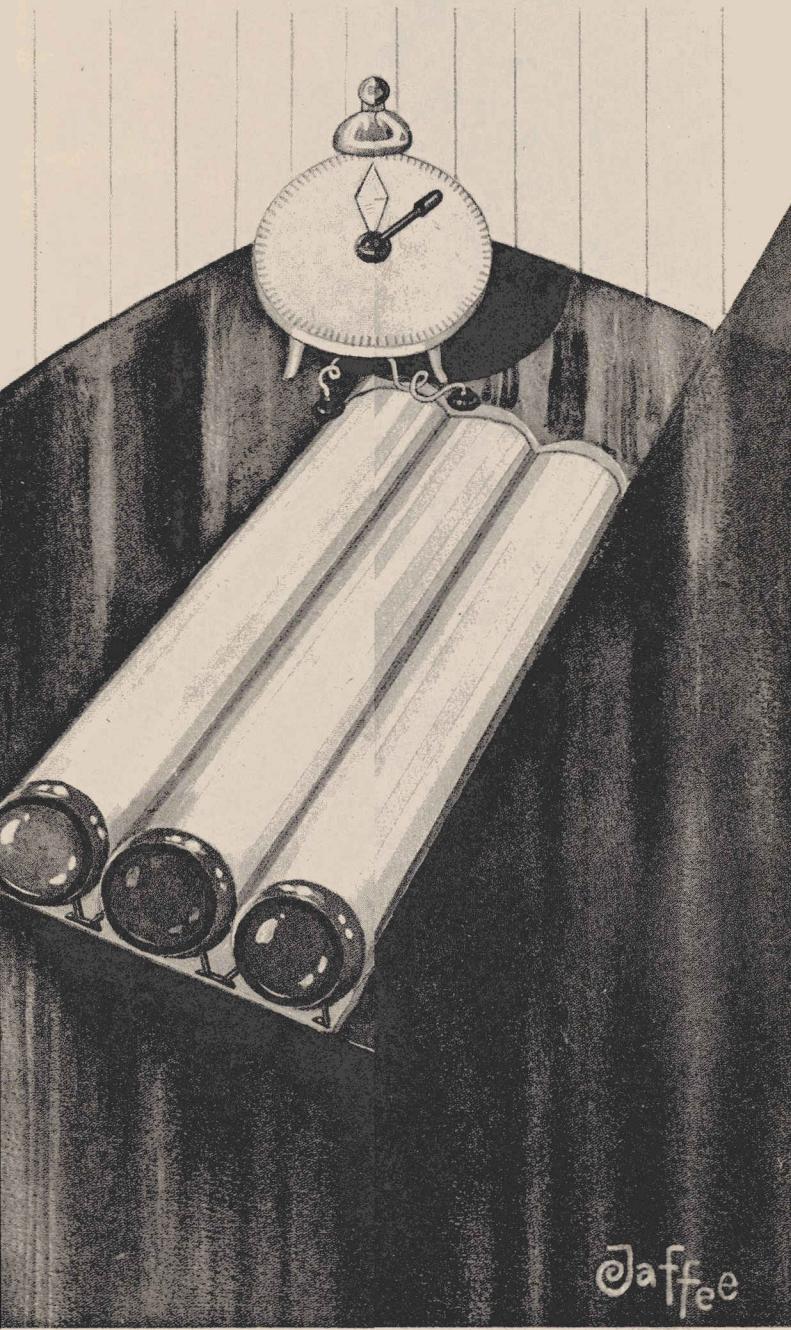
CATS  
A&B

WHAT IS  
BECOMING  
A MOST  
DISTURBING  
POLITICAL  
ARGUMENT  
THESE DAYS?



FOLD PAGE OVER LIKE THIS!

**A▶◀B** FOLD BACK SO "A" MEETS "B"



TERRORIST

ARTIST & WRITER:  
AL JAFFEE

TACTICS

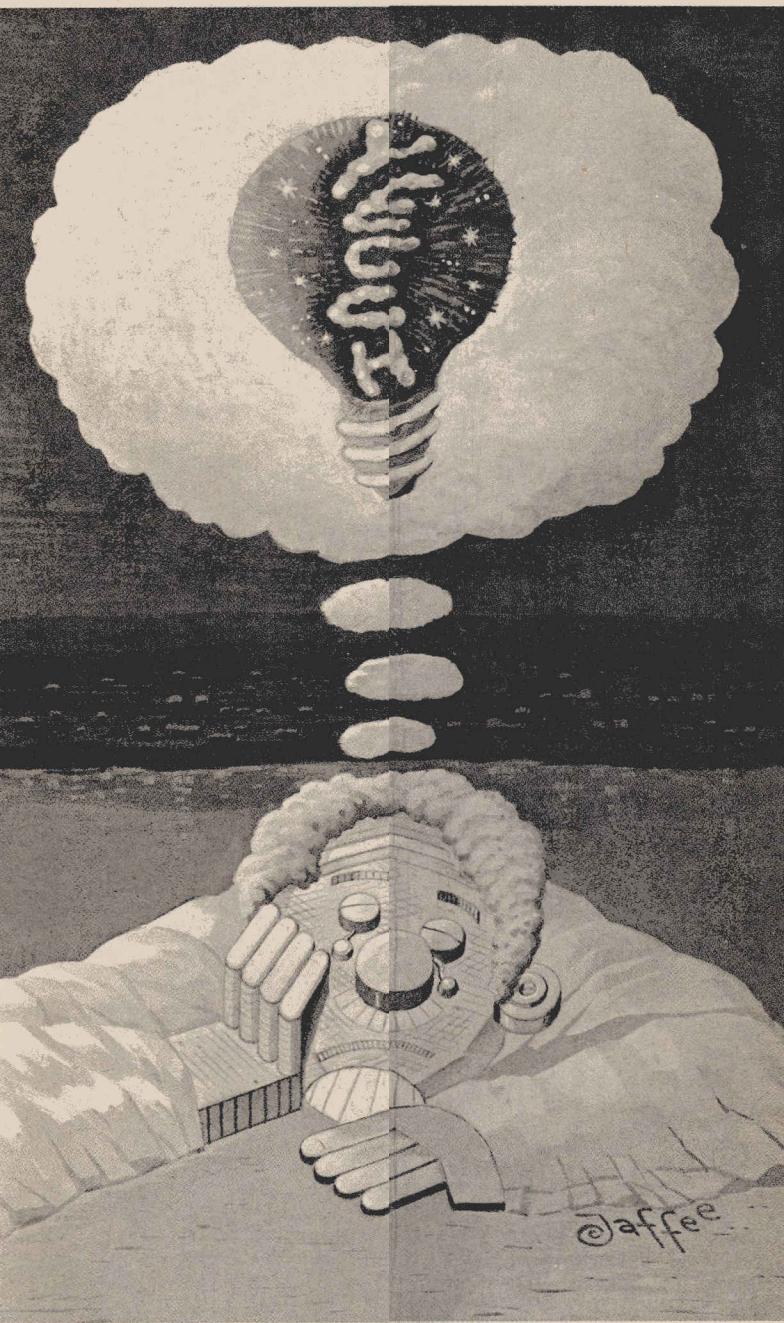
**A▶◀B**

WHAT BIG  
DISASTER  
HAS  
OCCURRED  
ON THIS  
PAGE?



FOLD PAGE OVER LIKE THIS!

A>B FOLD BACK SO "A" MEETS "B"



NO  
FOLD-  
IN  
IDEA!

ARTIST & WRITER:  
AL JAFFEE

A>B